IRFAN ALI KHAN

Senior Data Analyst | Data Scientist | Revenue Growth Financial Analysis | Economist

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SUMMARY

Experienced Senior Data & Analytics Professional with a strong background in **API-based data integration**, **transformation, ML, Deep Learning, AI and analytics**. Proven expertise in designing API-driven data pipelines, processing merchant data flows, and automating platform-specific data transformation & tagging for eCommerce platforms. Skilled in leveraging **SQL, Python, Power BI, Tableau,** and **machine learning, ML, AutoML, LLM** to optimize **ETL processes** and **enhance data accuracy**. Adept at working with cross-functional teams to implement seamless data solutions, ensuring business intelligence and operational efficiency. Passionate about using JSON/CSV-based data processing, and **advanced transformation techniques to drive strategic decision-making and improve financial and revenue analysis.**

SKILLS

• **Data Analysis & Programming: Python, PySpark, SQL, R, MySQL, NoSQL**

• **Data Visualization: Tableau, Power BI, PowerPoint, Plotly,** Excel Adv.

• **Big Data & ETL:** Apache Spark, ETL Processes, Real-Time Analytics, KPIs, Data Wrangling & Cleaning, MongoDB

• **Machine Learning & Statistical Analysis: Scikit-learn, Stats models, Predictive Modelling, TensorFlow, Deep Learning, NLP, AutoML, ML, AI, XGBoost, PyTorch, MLOPs, A/B Testing, Feature Engineering, SPSS, SAS,**

• **Methodologies:** Agile, Scrum, Kanban, Jira

• **Languages: _English,_** _Portuguese, Spanish, Arabic, Hindi, Urdu, Pashto._

EDUCATION

• **PhD in Economics**, USP – Universidade de São Paulo, 2021 – 2025

• **Postgraduate Degree in Big Data**, FACUMINAS, Dec 2020 – May 2023

• **MPhil in Economics**, Preston University, 2016 – 2019

• **MBA in Accounting and Finance**, Preston University, 2011 – 2013

CERTIFICATIONS: *• Google Advanced Data Analytics Specialization (Big Query) • IBM Certified Data Engineer - Big Data • Data Scientist and Machine Learning (AWS) • Python for Big Data Science.*

EMPLOYMENT HISTORY

SWB, Leading Senior Data Analyst (Volunteer) – Florida, United States (Apr 2024 to Jan 2025)

SWB is a dynamic non-profit organization focused on leveraging data to drive impactful community initiatives.

Activities and Responsibilities:

• Designed and developed **API-driven data pipelines integrating structured/unstructured data** from multiple sources. Automated data transformation & tagging processes, ensuring high accuracy in merchant analytics.

• Developed robust **ETL pipelines using SQL and Python to extract, transform, and load data** from multiple sources, with a focus on data normalization and standardization for maximum accuracy and **validity,** and loading data-frame in JSON/CSV format.

• Built, iterated, and enhanced interactive Tableau dashboards to monitor key performance indicators (KPIs) such as rental conversion rates, user engagement, and churn metrics.

• Engineered and maintained detailed data models that supported **predictive feature engineering** and reinforced data integrity throughout the **analytics lifecycle**.

• **Experienced in Power BI and Tableau**, specializing in interactive *dashboards, data storytelling, performance optimization, and predictive modelling, utilizing advanced calculations, filtering techniques, and business intelligence strategies for impactful decision-making.*

Projects:

• *Renters Insight Dashboard* – Engineered an end-to-end analytics solution that consolidated data from diverse sources, incorporating advanced data modelling and rigorous ETL processes to deliver actionable insights that informed strategic decisions.

Technologies: SQL, Python, Tableau, R, Data Pipelines, Data Warehousing, Excel, Google Sheet

Data Analytics Specialist – Foundation for Rural Development (Jan 2023 – Jan 2024)

Foundation for Rural Development is committed to using data analytics to evaluate and enhance community-based food assistance programs.

Activities and Responsibilities:

• **Led full-cycle data analysis projects**—from data acquisition and cleansing to predictive modelling and comprehensive reporting—ensuring that all findings were underpinned by statistically significant analysis.

• **Designed and implemented A/B experiments and advanced statistical** methodologies to evaluate program initiatives, ensuring that impact assessments were precise and reliable.

• Developed and optimized robust **ETL pipelines using SQL, Python, and R to integrate disparate**

data sources, emphasizing rigorous data normalization and standardization to enhance data accuracy.

• Constructed and maintained detailed data models to support **scalable predictive analytics and engineering of key features**.

• Skilled in Power BI and Tableau for data visualization, dashboard development, KPI analysis, and business intelligence reporting, leveraging **DAX, LOD expressions**, dynamic filtering, and predictive analytics to deliver actionable insights.

Projects:

• *Food Assistance Impact Analysis* – Developed a scalable analytics solution that integrated multiple data sources using advanced ETL processes and detailed data modelling, enabling real-time forecasting of program impacts and agile strategy adjustments.

Technologies: SQL, Python, R, Tableau, MySQL, A/B Testing, Data Visualization

Data Analyst - KPMG Australia · Contract (Aug 2022 - Apr 2023)

• **Data Quality Assessment:** Conducted thorough assessments of data quality and completeness, ensuring accurate analysis and trustworthy data foundations.

•.**Customer Demographics Analysis**: Analysed customer demographics to identify high-value segments and uncover actionable insights for targeted marketing strategies.

• Data Dashboards & Presentations: Created visually appealing data dashboards and presentations, enabling stakeholders to make informed decisions.

• Collaborative Projects: Worked with cross-functional teams to develop analytical dashboards and facilitated data-driven decision-making processes.

• **Data Cleaning & Modelling**: Honed skills in data cleaning, modelling, and visualization, utilizing tools such as Python, R, **Tableau, and Microsoft Power BI.**

• **ETL Processes**: Implemented and **optimized ETL processes** to ensure seamless data ingestion and transformation, maintaining data integrity. Implemented API-driven data pipelines to improve eCommerce data integration and merchant analytics.

• **Data Processing Engineering**: Employed statistical significant analysis to validate data significance and accuracy, enhancing the data preparation process.

• **Proficient in Power BI and Tableau, developing intuitive dashboards**, defining KPIs, and implementing data-driven analytics using custom measures, trend forecasting, and visualization best practices to enhance business insights.

Key Achievements:

• Conducted thorough assessments of data quality and completeness, ensuring accurate analysis. Analysed customer demographics to identify high-value segments and uncover actionable insights for targeted marketing strategies.

• Created visually appealing data dashboards and presentations, enabling stakeholders to make informed decisions.

Technologies: SQL, Python, Tableau and Power BI, Data Pipelines, Data Warehousing, Excel. Databricks.

Data Analytics & Visualization – Accenture (Apr 2021 – Jul 2022)

Accenture is a global leader in consulting and technology services, renowned for its innovative, data-driven solutions.

Activities and Responsibilities:

• Conducted extensive **exploratory data analyses using SQL and Python** to extract actionable insights, employing statistical techniques to validate data significance and accuracy.

• **API-Based Data Integration: JSON/CSV data processing**, API calls, automated file transfers. Merchant data processing, payment system analysis, retail data insights

• **Designed, developed, and automated dynamic reporting dashboards** in Tableau that integrated seamlessly with underlying data models normalized for accuracy and consistency.

• **Implemented and refined efficient ETL processes** to ensure smooth ingestion and transformation of data from multiple sources, with stringent standardization procedures to maintain data validity.

• **Proficient in Tableau dashboard design**, data visualization, and business analytics, creating intuitive and interactive reports. Strong expertise in custom calculated fields, LOD expressions, dynamic filtering, and predictive analytics to enhance data insights. Skilled in dashboard storytelling, hierarchy-based drill-downs, and visual optimization, ensuring impactful and actionable business reporting.

• **Built comprehensive data models to support predictive analytics** and engineered features that enhanced forecasting accuracy and business intelligence.

• **Data Cleaning & Modelling**: Honed skills in data cleaning, modelling, and visualization, utilizing tools such as Python, R, Tableau, and Microsoft Power BI.

Projects:

• *Global Data Visualization Initiative* – Spearheaded a comprehensive project to modernize Accenture's reporting infrastructure by integrating diverse data sources, developing normalized data models, and deploying predictive analytics models that provided strategic insights at the executive level.

Technologies: SQL, Python, Tableau, Power BI, Data Pipelines, Data Warehousing, Excel. Databricks.