



Muhammad Asad


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● ABOUT ME

Data Analyst with a Software Engineering background, specializing in Power BI, SQL, and data analysis. Skilled in creating interactive dashboards, complex data queries, and automating workflows with Power Automate and Power Apps. Committed to optimizing business processes and delivering data-driven solutions.


● WORK EXPERIENCE

 **ALKARAM TEXTILE MILLS** – KARACHI, PAKISTAN
SENIOR EXECUTIVE - POWER BI – 14/04/2025 – CURRENT

- Ensure timely and error-free refresh of all Power BI dashboards, including both scheduled and real-time reports.
- Develop new dashboards tailored to user needs, using both Import Mode and DirectQuery as required.
- Monitor dashboard performance and resolve data or visual-related issues promptly.
- Assist users with dashboard-related queries and implement enhancements based on their feedback.
- Support stakeholders in deriving insights by optimizing visualizations and ensuring data accuracy.

 **CHILDLIFE FOUNDATION** – KARACHI, PAKISTAN
BI ANALYST – 12/03/2024 – 11/04/2025

- Developed and managed Power BI dashboards for real-time data visualization and decision making.
- Utilized Power Query for data cleaning, transformation, and integration, and automated data refreshes using Power BI dataflows.
- Conducted complex data analysis in SSMS, leveraging Joins, partition by clauses, CTEs, and subqueries.
- Automated workflows with Power Automate and developed custom solutions using Power Apps to improve internal processes.

 **INTERNATIONAL OFFICE PRODUCTS (IOP)** – KARACHI, PAKISTAN
BI INTERN – 28/08/2023 – 22/12/2023

- Developed and automated business processes using Power Apps and Power Automate, completing two projects to improve efficiency.
- Designed and implemented a Power BI dashboard for monitoring key performance metrics.
- Gained experience in process mapping with Visio and UI/UX design with Figma, collaborating with cross-functional teams to deliver tailored solutions

● EDUCATION AND TRAINING

01/01/2020 – 31/12/2023 Karachi, Pakistan
BACHELOR OF SOFTWARE ENGINEERING University Of Karachi

Website <https://uok.edu.pk/> | **Level in EQF** EQF level 6

01/05/2017 – 30/04/2019 Tando Adam, Pakistan
INTERMEDIATE New Aligarh College

Level in EQF EQF level 4

● LANGUAGE SKILLS

Mother tongue(s): **GUJARATI** | **URDU**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **SKILLS**

Business Intelligence (BI)

Power Apps, Power Automate, Power Flow, Power BI | Data Collection, Data Cleaning, Data Analysis, Data Visualisations | Power BI Dataflows (ETL) | SQL and MS-SQL

Additional Skills

Excellent command of Microsoft Office (Word, Excel, Outlook) | Good Communication and Writing Skills | Strong Time Management

● **CERTIFICATIONS**

01/11/2023 – CURRENT

Microsoft Power BI Desktop for Business Intelligence

- Learned to connect, clean, and transform data from various sources using Power Query.
- Gained hands-on experience in building and optimizing relational data models for better reporting and analysis.
- Developed skills in DAX (Data Analysis Expressions) to create calculated columns, measures, and advanced calculations.
- Designed interactive reports and dashboards using a variety of visualizations to effectively present data.
- Learned to publish reports to Power BI Service, enabling collaboration and sharing of insights with team members.

Link <https://www.udemy.com/certificate/UC-348594c0-9b84-4457-9c89-b77b4de67ae1/>

21/09/2024 – CURRENT

Data Analysis and Visualization with Power BI

- Mastered the creation and customization of Power BI visualizations to build interactive reports and dashboards.
- Learned to use Power BI to conduct data analysis and visualize trends, patterns, and insights.
- Gained experience in designing accessible, professional reports and dashboards for diverse audiences.
- Explored data modeling techniques and how to optimize them for business reporting.
- Developed a strong understanding of best practices in using visualizations for actionable insights.

Link <https://www.coursera.org/account/accomplishments/verify/AVVQBTW4HDFZ>