Nahid Mozhdehi

BI Developer

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**Results-driven BI Developer with extensive experience in Oracle, SQL, Python, and Power BI, SSIS and Azure Data Factory. Demonstrated expertise in transforming complex data into actionable insights, optimizing business processes, and enhancing decision-making capabilities. Strong analytical and critical thinking skills with a proven track record of providing training and support to business users, ensuring effective utilization of BI tools.**

**Summary**

* Master of IT from high ranked university with more than 8 years of experience in BI, database and data warehouse development.
* Expert in SQL programming with extensive experience working with **SQL Server**, **Oracle,** PostgreSQL and MySQL.
* Demonstrated expertise in BI report development and data visualization tools like **Power BI**, **SSRS**, and **Qlik**.
* Innovative, critical thinker and **creative problem solver.**
* Effective **communication** and **collaboration** skills.

# Selected Achievements

* **Optimized** long-running SQL query, reducing processing time from 12 minutes to 1 minute, enhancing efficiency and user experience.
* Developed **ETL** processes to automate manual tasks, driving efficiency and cost savings.
* Directed the **migration** of SSRS reports to Power BI, enhancing efficiency by 30% and increasing user satisfaction.

# Skills

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| --- | --- | --- | --- |
| * Power BI | * Data Warehousing | * Oracle | * SSIS |
| * Crystal Report | * Data Science | * SQL | * Azure Data Factory |
| * SSRS | * ETL/ELT | * Python | * ArcGIS |

# Work Experience

**Reporting Developer / Rapid Finance – Remote Nov 2022 – April 2024**

*Rapid Finance is a leading financial services company known for its innovative solutions and client-centric approach.*

* Utilize **Python** for data cleaning, EDA, data preprocessing, data modeling, and implementing algorithms like neural networks and logistic regression for suspicious activities.
* Developed, maintained, and optimized BI reports, dashboards, and analytics solutions for customer journey analysis, loan processing, and legal services using tools like **Power BI**, resulting in a 25% improvement in data visualization efficiency.
* Directed the migration of **SSRS** and **Qlik** reports to **Power BI**, ensuring seamless functionality retention and implementing necessary enhancements.
* Collaborated closely with stakeholders to understand business needs, identify **KPI**s, and develop data-driven strategies to optimize loan processing workflows and enhance customer experiences.
* Conduct **training sessions** for non-technical users, present Power BI reports, and provide ongoing support to ensure effective utilization of BI reporting tools.
* Implemented **ETL** workflows using **SSIS** and **Azure Data Factory** to consolidate disparate case data from various legal databases and document management systems. This process standardized data formats and improved data quality, enhancing case analysis efficiency by 25%.
* Implemented advanced data transformation techniques in **Power Query** to cleanse, structure, and optimize data for complex analysis.
* Applied **DAX** in Power BI to perform complex calculations on patient data, evaluating treatment effectiveness and patient outcomes across different demographics and conditions. This analysis informed healthcare providers about best practices, improving patient recovery rates.
* Proficiency in database design, **PL/SQL**, **T-SQL** programming, performance tuning, and index analysis, applied to design resilient database solutions and enhance query efficiency.
* Actively monitored advancements in BI, **data warehousing**, and analytics, consistently proposing innovative solutions to enhance capabilities and drive continuous improvement initiatives.
* Proficiently extracted data from various sources including **Google Analytics 4**, **Salesforce**, **Microsoft CRM**, **Oracle**, and **API**s, and efficiently loaded it into the **data warehouse** for comprehensive analysis and reporting purposes.
* Implemented a mobile HR survey application using **Power Apps** for field data collection, with Power Automate workflows to aggregate and analyze survey data in real-time.
* Created features, user stories and tasks in **Azure DevOps** and planned sprints biweekly based on agile methodology.

**Sr. BI Developer / Cendyn – Remote Mar 2022 – Nov 2022**

*Cendyn is a leading global hospitality cloud-based technology company that empowers hotels to drive revenue, maximize profitability, and foster deeper connections with guests through its integrated solutions.*

* **Collaborated** with team, business experts, stakeholders to gather their requirements translate the business logic to technical report and present prepared mockups, reports and dashboards.
* Developed a digital marketing dashboard in Power BI for a hotel chain, visualizing KPIs including campaign conversion rates, cost per acquisition, and social media engagement, which guided data-driven marketing strategies and enhanced campaign ROI by 30%.
* Designed an online booking trends dashboard in **Power BI**, visualizing **KPI**s for website traffic, booking conversion rates, and direct vs. OTA bookings, optimizing online marketing efforts and increasing direct bookings by 40%.
* Created a guest demographics and preferences dashboard in **Power BI**, analyzing patterns in guest booking data to uncover preferences by age, geography, and stay reasons, tailoring marketing and service offerings to increase guest personalization and satisfaction.
* Developed a **Power Automate** workflow integrated with **Power Apps** to automate the expense reporting and approval process for a mid-sized enterprise.
* Leveraged **Python** within **Power BI** to conduct advanced time-series forecasting of room occupancy rates, providing hotel management with actionable insights that optimized booking rates and increased revenue by 18% during peak seasons.
* Implemented a mobile health survey application using **Power Apps** for field data collection, with **Power Automate** workflows to aggregate and analyze survey data in real-time.
* Implemented **DAX** time intelligence functions to compare current performance metrics against historical averages, enabling the executive team to quickly identify and react to emerging business trends.
* Orchestrated an enterprise-wide **ETL** strategy with **SSIS**, standardizing data extraction from various sources including cloud applications and legacy systems, which enhanced data consistency and supported a unified view of business operations.
* Optimized **SQL Server,** PostgreSQL data sources for **Power BI** by redesigning queries and indexes, reducing data refresh times by 50% and enhancing the responsiveness of interactive dashboards.
* Utilized **ArcGIS** for comprehensive market analysis, geospatial data visualization, and location-based strategy development.

**Sr Business Intelligence Developer/ Shimadzu – Columbia, MD 2019 Jan- 2021 Dec**

*Shimadzu is a leading Japanese biotech company specializing in the manufacturing of precision instruments, measuring instruments, and medical equipment.*

* Launched a project management dashboard in **Power BI**, displaying KPIs for project timelines, budget adherence, and resource allocation, which improved project delivery times by 20% and enhanced cross-team collaboration.
* Implemented a customer service dashboard in **Power BI**, tracking **KPI**s for guest inquiries response times, issue resolution rates, and guest feedback, driving a 30% improvement in customer service responsiveness and satisfaction.
* Utilized **DAX** to create a custom calendar table within **Power BI**, accommodating complex business cycles and fiscal periods, which enhanced the accuracy of time-based reporting and analysis.
* Designed and executed complex **ETL** workflows with **SSIS**, automating the data integration process from diverse sources, including APIs, flat files, and cloud storage, resulting in a 30% reduction in data processing time.
* Architected a sophisticated data warehousing solution using SQL Server, incorporating advanced data modeling techniques to support complex analytical queries, driving a 20% increase in analytical productivity.
* Crafted complex **PL/SQL** queries to aggregate and preprocess data for Power BI, enabling advanced analytics and visualizations that drove a 20% increase in strategic insights for the marketing team.

**Data Analyst / United Nations Millennium Project – Washington D.C 2018 Aug – 2018 Dec**

* Developed complicated and functional Store procedures, Functions, View, etc. with **T-SQL** to provide drill-down, analytical reports using EXCEL.
* Designed and created high efficiency dashboard to analyze KPI (Key Performance Indicator) with Power BI to deliver business requirements in terms of facilitating data analysis and predictive modeling.
* Designed dynamic and multi-browser compatible pages using HTML, CSS, and JavaScript
* Implemented Tableau Data Visualization using Scatterplots, Geographic Map, Pie charts, Bar charts, and Page trails.

**BI Developer- / Bank Mellat- Marketing Department 2010 Jan - 2017 Aug**

* Hands-on data normalization for **OLTP** as well as de-normalization for data warehouse.
* Leveraged **SSIS** to create a dynamic data validation and error handling system, reducing manual data cleansing efforts and increasing the accuracy of analytics outputs.
* Implemented an automated **ETL** pipeline for near-real-time data warehousing, leveraging CDC techniques, which enhanced the timeliness of business reports and supported more agile decision-making.
* Utilized **PL/SQL** stored procedures to automate routine data management tasks, reducing manual intervention by 80% and ensuring data integrity and consistency across the organization's databases.
* Developed a custom SQL-based data cleansing framework to ensure high-quality data in **SSRS** reports, leading to more accurate analytics and a 30% reduction in data-related errors in business insights.

# Education

**Springboard Data Science bootcamp April 2024 - Present**

**Master of Information Technology – Data Analytics 2020 - Present**

University of Maryland Global Campus

**Master of Information Technology in e-Commerce 2008**

Shiraz University

**Bachelor of Computer Engineering in Software Engineering 2000**

Azad University