Ahmed Raza

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About Ahmed:
Ahmed is an expert BI Analyst / Data Modeler & Architect, dedicated to constantly improving tools and infrastructure to maximize productivity, minimize system downtime and quickly respond to the changing needs of the business.

Skillset:
His overall professional experience consist of 02 major expertise i.e. **Business Intelligence** which is the first step to map himself on the road of Data Science and the other one is **Solution Archtiecture** which has data modeling, enterprise architecture and business analysis skills.

Career:
He started his career as a Software Engineer in Mircrosoft platform and consumed his skills as system analyst after working as a develpor. Now he is working as a Business Analyst & leading development team but his primary role is to perform ETL, Data Warehousing, Visualizing KPIs on dashboards using appropraite BI Tools.&

Skills

Business Intelligence

Business Process Re-Engineering

Business Analysis

System Analysis

Big Data

SSIS / SSAS / SSRS

SQL

ASP.Net

QlikView

Power BI

Hadoop

WebAPI & Web Services

SharePoint 2016

Mobile Application Development

Education

Newport Institute of Communication and Economics
BS, Computer Science | Karachi
April 2016

Functional Areas

Software & Web Development

Systems Analyst

Data Science

Business Intelligence

Certifications

Mastering Power BI WintellectNow (Online)	Starting April 2018
R Analytics (Intro + Inter) DataCamp	Starting December 2017
QlikView Development Udemy (Online) https://www.udemy.com/certificate/UC-8PI3HPUL/	Starting October 2017
ASP.NET MVC 5 WintellectNow https://wintellectnow.com	Starting August 2017
IBM API Connect / IBM DataPower v7.1 IBM	May 2017 - May 2017
ACCP-i7 (Certified Software Engineer) APTECH Computer Education	April 2012 - April 2015

Professional Experience | 8 Years

Associate Manager - Business Intelligence

Hilal Foods Pvt. Ltd. | Karachi, Pakistan   Oct 2017 - Present

- Currently working on dashboards for Dominos Pakistan (Hilal Group of Companies) using Power BI
- Apart of business intelligence, also leading a SharePoint team for Business Processes Application(s) and DotNet based application(s) by performing system & business analyst responsibilites.
- Interpreting data, analyzing results using statistical techniques and providing ongoing reports using QlikView NPrinting
- Developing and implementing databases, data collection systems, data analytics and other strategies that optimize statistical efficiency and quality using BI Tools (QlikView and Power BI)
- Acquiring data from primary or secondary data sources and maintaining Data Warehouse using SSIS tool and fetching data using SSAS in OLAP cubes
- Filtering and cleaning data by reviewing reports, printouts, and performance indicators to locate and correct code problems
- Working with management to prioritize business and information needs
- Locating and define new process improvement opportunities

Technical Implementations

- Hilal Foods Data Warehousing using SQL Server. Implementation of ETL in SSIS and data cubes in SSAS to use Self Service BI in excel and performance point in SharePoint 2016
- Dominos Data Warehousing using SQL Server. Development of Dashboards in Power BI
- A dynamic Self Service Geographical Analysis using Google Maps API in QlikView
- Migration of GIS Tracking from QlikView to excel based Self Service Geographical Analysis using SSAS Cubes
- Implementation of web based version of Nprinting (A QlikView reporting tool) to distribute reports

System Analyst - Enterprise Architecture

Bank Alfalah Ltd / (G.M.B RAAS Services) | Karachi, Pakistan   Oct 2016 - Oct 2017

- Led a group of 04 engineers in the design, and development of Internet Banking Application.
- Built, tested and deployed scalable, highly available and modular software products related to Treasury, Retail and IT Department.
- Modified existing software to correct errors, adapt to new hardware and improve performance.
- Coded Web Applications using C# in ASP.NET Framework.
- Drafted comprehensive reports to document bugs and design flaws.
- Designed intuitive graphical user interfaces using knowledge of serial communications and database design.
- Built databases and table structures following n-tier architecture methodology for web applications.
- Implemented Team Foundation Server for version control.

Senior Software Engineer / .Net Developer

Bank Alfalah Ltd / (K-TABS) | Karachi, Pakistan   Oct 2015 - Oct 2016

- Developed & Deployed on a project (Investor Portfolio Securities) for Bank as a vendor.
- Worked closely with clients to establish problem specifications and system designs.
- Performed regression and system-level testing to verify software quality and function before it was released.
- Wrote C# applications in Entity Framework and WCF architecture.
- Analyzed and designed relational databases using MS-SQL Server 2012.

Software Engineer (Officer)

ORIX Leasing Pakistan Limited | Karachi, Pakistan   Jun 2013 - Oct 2015

- Streamlined deployment process by developing continuous integration tools.
- Developed shared central authentication system in ASP.NET for intranet applications.
- Modified existing software to correct errors, adapt to new hardware and improve performance.
- Designed HR Application(s) components.
- Identified and suggested new technologies and tools for enhancing product value and increasing team productivity.

Full Stack Developer / ASP.Net Developer

K-TABS | Karachi, Pakistan   Feb 2009 - Jun 2013

- Conceptualized, planned and executed original designs for a wide range of website properties.
- Designed print and marketing initiatives for all website properties.
- Communicated neutrally, empathically and comfortably with team members, clients and customers.
- Created wireframes, screen-flow diagrams and UI spec documentation.
- Mapped user journey end-to-end using information architecture diagrams, user flows, wireframes and paper and interactive prototypes.

Projects

Dominos Sales Dashboard

Hilal Foods Pvt. Ltd.   Apr 2018 - Present

Tools: Power BI, SQL 2014

- Currently working on this project using Power BI to substitute from QlikView.
- ETL have been performed and tested. KPIs prototyping is in progress to be finalyzed by business users as well

BPM Implementaion
Hilal Foods Pvt. Ltd.

Jan 2018 - Present

http://portal.hilalfoods.com.pk:8400

Tools: SharePoint 2016, Nintex Workflow, Visual Studio 2017, SQL 2014, TFS 2018

- Online Recruitment Module (Human Resource Project)
- Appraisal Autmoation in SharePoint (Human Resource Project)
- Yearly and Probationary Objectives Automation in SharePoint (Human Resource Project)
- MOC BPM in SharePoint (Quality Assurance Project)
- PIF - Project Initiation Form automation in SharePoint BPM (Research & Development Project)
- Traveling BPM, Fleet Management, Administration Services BPM (Administration Dept Project)
- GatePass Automation (Security Department Project)
- Advance against expense and Expense Reimbursement BPM (Sales/Finance Project)

Project Vision
Hilal Foods Pvt. Ltd.

Nov 2017 - Apr 2018

http://bi.hilalfoods.com.pk:5001/qlikview/FormLogin.htm

Tools: QlikView, Visual Studio 2017

Consolidation of sperated Dashboards i.e. Primary Sales and Secondary Sales
- Designed dashboard theme for consolidated KPIs
- Consolidation of KPIs by merging QVDs of both Primary and Secondary Sales
- Developed DotNet based Web Application (MVC) for Qlik Access Security to handle excel based security from user end
- Introducing Google Maps (Qlik Hack) without licence in QlikView to track Journey Plans of order bookers with shop(s) GPS coordinates
- Refining unstructured data received from vendor's applciation for incorporating in Dashboards Data Model
- Introducing hierarchies (Sales, Product) in QlikView dashboards by constructing at SQL

Geo Analysis Using Google Maps API
Hilal Foods Pvt. Ltd.

Oct 2017 - Nov 2017

Tools: QlikView, Google Maps API, JavaScript, Visual Studio 2015

Development
Customized the extension (Open Source) of Google Maps API using JavaScript skills and integerated it with BI Tool (QlikView) instead of applying GeoAnalytics (QlikView Product). The purpose of this development was cost cutting and avoid dependencies over GeoAnalytics.
Accomplishment
Sales team can view the Journey Plans of 'Order Bookers' and 'Sales Officers' with all shop details i.e. physical location and photos with all sales occured.

Internet Banking - UAE
G.M.B RAAS (Bank Alfalah Ltd)

Apr 2017 - Jul 2017

Tools: WEB API, Visual Studio 2015, C#, IBM IIB (SOA)

Payment Gateway
Bank Alfalah Limited

Mar 2017 - Aug 2017

Tools: WEB API 2.0, Visual Studio 2015, SQL 2012, C#

Development
A centralized solution developed for Internet Banking customers to shop from different merchant websites. This payment gateway's flow was to communicate with Internet Banking Database for merchant websites (E-Commerce and others) to authenticate Internet Banking customers and make their payments with one click on certain security layers.
Accomplishment
Customers got additional option at merchant websites of paying through their Bank Alfalah account with one click authentication and payments.

Internet Banking - Bangladesh
G.M.B RAAS (Bank Alfalah Ltd)

Jan 2017 - Oct 2017

Tools: WEB API, Visual Studio 2015, SQL 2012, C#, Phoenix

Internet Banking - Paksitan

G.M.B RAAS (Bank Alfalah Ltd)

Oct 2016 - Mar 2017

https://netbanking.bankalfalah.com

Tools: Visual Studio, ADO.NET, Entity Framework, WCF, SOA (IBM IIB), Phoenix

IPS (Investor Portfolio Securities)

K-TABS (Bank Alfalah Ltd)

Oct 2015 - May 2016

https://ips.bankalfalah.com

Tools: Visual Studio 2015, ADO.NET, Web Forms, SQL 2012, SOA (IBM IIB)

Development
The product was developed for Treasury Deparment who were the custodians of this application. Certain workflows were implmented to process the requests of customers from backend application.

Accomplishment
Bank Alfalah customers can invest/bids on multiple securities using E-IPS instead of submitting their bids manually to branches. Customers can view their total profits and losses / current rates / activities on their IPS dashboard with single signon from Internet Banking.

Languages

Urdu - Native

English - Medium

Arabic - Beginner

Hobbies

Swimming

Watching & Playing Soccer

Learning new Technologies