**Muhammad Ali Raza**

***Data Analyst | Microsoft Certified Power BI Data Analyst Associate***

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## Professional Summary

Results-driven Data Analyst with over 3 years of experience transforming complex datasets into actionable insights to support public sector performance, policy evaluation, and service improvement. Adept in **SQL**, **Python**, **Power BI**, and **Salesforce** with demonstrated ability to support trauma-informed, culturally safe service delivery models. Proven success in data storytelling, developing executive reports, and aligning data reporting systems with organizational performance metrics.

## Technical Skills

**Languages & Tools**: SQL, Power BI (Power Query, M language, DAX), Advanced Excel (VBA, Macros, Power Pivot), Salesforce, R (basic), Python

**Concepts:** Data Modelling, Data Visualization, Data Engineering, Data Governance, Data Warehousing, ETL Pipelines, Data Gathering

**Soft Skills:** Data Storytelling, Cross-functional Collaboration, Data Quality & Governance, Evidence-based Decision Support, Real-time Monitoring, Workflow Automation

## Professional Experience

**Data Analyst — Mornington Peninsula Shire Council**

*Sep 2022 – Present | Melbourne, VIC*

***Project -* Optimizing Customer Experience with Power BI Analytics**

* Developed comprehensive Power BI dashboards to analyze over 280,000 incoming calls, achieving a 15% reduction in abandoned calls through actionable insights and trend analysis.
* Implemented interactive analytical tools to monitor agent performance, including metrics such as First Call Resolution (55.49%) and Average Handling Time (2 min 26 sec), which enhanced operational efficiency.
* Created dynamic visuals to evaluate customer support performance, effectively tracking more than 18,500 front-of-house interactions, identifying primary visitor issues, and improving First Contact Resolution rate by accurately addressing visitor reasons such as infringements and waste management.
* Achieved a customer satisfaction score of 3.84 out of 5, leveraging Power BI to pinpoint customer pain points, guide strategic interventions, and elevate satisfaction metrics.
* Integrated sophisticated filtering capabilities across dashboards, enabling precise analysis by location, team, and interaction types, which facilitated strategic decision-making and improved customer contact adherence (94.1% via preferred method).
* Utilized advanced data modeling and interactive visualizations to successfully track and report compliance against customer service charters, maintaining an 81.56% rate of calls answered within 60 seconds, supporting proactive operational improvements.

**Systems Analyst / Data Analyst — Ford Motor Company, Australia**

*2021 – 2022 | Melbourne, VIC*

* Developed interactive compliance and operational dashboards in Power BI by leveraging SQL queries, achieving a 25% improvement in internal reporting efficiency and ensuring audit readiness.
* Enhanced and streamlined ETL workflows, implementing rigorous data validation and quality control checks, resulting in a 30% reduction in data discrepancies during regulatory audits.
* Collaborated effectively with cross-functional teams to define comprehensive business requirements and data governance frameworks, aligning the data architecture with critical compliance standards.
* Participated in successful cloud migration initiatives to Azure and Databricks, achieving seamless integration of analytics platforms and boosting overall system performance by approximately 20%.

**Upwork Projects**

[**Data Analyst Project: Customer Behavior and Churn Insights:**](https://app.powerbi.com/view?r=eyJrIjoiNzlkOGFkMTMtZTNkMy00OTUyLTk0ZjgtNzY1ZGViNzc0OGQ0IiwidCI6ImRmODY3OWNkLWE4MGUtNDVkOC05OWFjLWM4M2VkN2ZmOTVhMCJ9)

* Analyzed large telecom datasets to identify customer behavior and churn trends; developed Power BI dashboards that improved organizational decision-making, boosting performance by 15%.
* Designed interactive reporting systems aligned with business goals, delivering actionable insights to senior leaders and enhancing data-driven strategies.
* Ensured data accuracy through rigorous validation, enabling reliable performance evaluations and supporting continuous business improvements.
* Collaborated cross-functionally to integrate multiple data sources and applied statistical analysis to uncover churn drivers, leading to targeted interventions that increased customer retention by 12%.

[**Power BI Reporting for Business Performance**](https://app.powerbi.com/view?r=eyJrIjoiYmMwNjkxYTgtNDM4MS00YWZjLWJkYzEtYjYyNzkxM2NmNGNmIiwidCI6ImRmODY3OWNkLWE4MGUtNDVkOC05OWFjLWM4M2VkN2ZmOTVhMCJ9)**:**

* Led development of an interactive Power BI dashboard to analyze sales and financial data; designed data models and visualizations for metrics like Net Sales and Gross Margin, enhancing visibility and enabling data-driven decisions for senior leaders.
* Ensured data accuracy and integrity by implementing rigorous validation and transformation processes in Power BI, increasing report reliability and reducing errors by over 15%, supporting transparent business performance evaluation.
* Collaborated with cross-functional teams to consolidate diverse datasets and build performance matrices and forecasting visuals, boosting forecast accuracy above 80% and helping executives identify growth opportunities.
* Prepared detailed Profit & Loss reports highlighting margins, expenses, and risks for senior management, facilitating strategic planning and informed decision-making aligned with organizational goals.

## Certifications

* [Microsoft Certified Power BI Data Analyst Associate](https://learn.microsoft.com/en-gb/users/muhammadaliraza-4391/transcript/dzqkxt8m042qenm)
* [Certified Data Analyst – DataCamp](https://www.datacamp.com/completed/statement-of-accomplishment/track/b4175e4cfcb59731e09271f01a6ded1f57ef1f39)
* [Salesforce Admin Certification - Coursera](https://www.coursera.org/account/accomplishments/specialization/M192DWT65YE5)

## Education

**Bachelor’s in Information Systems (Business Analysis Major)**

Holmes Institute, Melbourne | 2018 – 2021

## References

Available upon request.