Syed Faizan Raza

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ABOUT ME

Master's in data engineering and information management, coupled with a Finance Bachelor's. As a Business Intelligence Analyst at Foodpanda Delivery Hero, I've honed skills in implementation, support engineering, and BI tools. Blend analytical acumen from finance with technical expertise in data engineering. Seeking roles in Data Analytics/Business Intelligence to leverage this fusion, driving strategic insights and optimizing data-centric strategies.

Expert in: SQL, Data Visualization, Communication and Teamwork, Tableau, Power BI,AB Testing
Intermediate in: Programing Language, Analytical and Problem Solving, Google Analytics

EDUCATION

MS DATA ENGINEERING   Nov 2021 - Mar 2024 (Expected)
Karachi, Pakistan; NED University
The MS Data Engineering and Information Management program provides advanced training in managing and optimizing data systems, focusing on data modeling, analysis, and warehousing techniques. Students gain expertise in designing efficient data models, conducting in-depth analysis, and implementing robust data warehousing strategies to meet modern industry demands.

BACHELOR OF SCIENCE IN ECONOMICS & FINANCE   Dec 2016 - Jan 2021
Karachi, Pakistan; NED University
This program blends economic principles with crucial data analysis skills. It covers micro and macroeconomics while focusing on data analysis, statistical modeling, and financial forecasting. It also instills expertise in corporate finance and risk management, vital for interpreting data trends. Through projects, it hones analytical thinking, preparing candidates to leverage data effectively in practical settings as a data analyst.

EXPERIENCE

BUSINESS INTELLIGENCE ANALYST   Aug 2023 - Present
Delivery Hero - Foodpanda, Karachi, Pakistan
- Drive the evolution of data modeling, visualization, and reporting to pinpoint areas ripe for process improvement.
- Developed and implemented Tableau dashboards, leveraging SQL queries to extract actionable insights
- Optimized cashloss strategy, resulting in a 5% increase in customer acquisition and 500k in additional revenue.
- Translate intricate datasets into concise presentations and reports tailored for senior leadership evaluation.
- Worked closely with the marketing, Finance and Fintech team on various campaign. Predicting outcome and doing post campaign analysis.
- Significantly enhance team efficiency by automating complete payout reports.
- Implement DBT and Airflow to automate data warehouse updates, ensuring streamlined data management processes.

- Conducted AB tests across marketing initiatives, refining strategies and driving a 12% increase in conversion rates through iterative optimizations.

IMPLEMENTATION AND SUPPORT ENGINEER   Jan 2023 - Aug 2023
TPS WORLDWIDE, Karachi, Pakistan
- Proficiently managed post-deployment client support for the Core metrics solution, emphasizing data intricacies.
- Translated intricate requirements into precise technical design specifications, prioritizing data accuracy and integration.
- Collaborated closely with both business and technical teams to troubleshoot data-related issues and guide seamless integration.
- Leveraged SSIS and SASS in a local environment to establish robust database instances, enhancing AB testing with a focus on data validation and analysis.

SENIOR FINANCIAL ANALYST   Sep 2022 - Jan 2023
MOBILELINK - CRICKET WIRELESS, Karachi, Pakistan
- Create comprehensive financial models, perform benchmarking, and analyze processes to drive strategic decision-making.
- Conduct in-depth business studies encompassing past, future, and comparative performance, and develop forecast models for informed decision-making.
- Identify trends, guide senior financial analysts, and make recommendations based on thorough analysis.
- Consult with management to influence long-term strategic decisions, offering insights within a broad scope.
- Spearheaded process improvement initiatives and shaped policy development, exerting a significant impact on the overall function.

RISK ANALYST   Jan 2022 - Sep 2022
UNITED BANK LIMITED, Karachi, Pakistan
- Conducted thorough reviews of income credit reports and employment histories for borrowers, ensuring accuracy and validity.
- Obtained and interpreted financial data to support credit limit reviews and assessments.
- Maintained adherence to banking standards and government lending guidelines for loan services.
- Delivered presentations to upper management and executive teams, presenting informed loan recommendations.
- Actively participated in decision-making processes concerning the extension of lines of credit, ensuring prudent financial management.

LICENSES & CERTIFICATIONS

Career Essentials in Data Analysis   2023
Microsoft

Python Essential Training   2023
LinkedIn

Databases and SQL for data science with Python   2023
Coursera

Career Essentials in GitHub Training   2023
GitHub