



Muhammad Noman

*Dynamic Data Analyst | Expert in Database Architecture, Data Quality, and Advanced Analytics.
(immediately available & open to Re-locate)*

🌐 Ilford, London, UK

☎ +44-7476687360

✉ nomi_deedar@hotmail.com

🌐 <https://www.linkedin.com/in/muhammad-noman-b77a8a8/>

Data Scientist

- **Python Programming Expertise:** Proficient in Python for advanced data analysis and manipulation, enhancing efficiency and accuracy in data processing.
- **Strategic Relationship Builder:** Cultivates and maintains strong cross-functional relationships to ensure data integrity and alignment with business.
- **Data Quality Champion:** Leads impact assessments and issue resolutions to uphold data quality standards and enhance coverage across systems.
- **Supplier Collaboration Specialist:** Engages with third-party suppliers to deliver high-quality data solutions, driving business data requirements effectively.
- **Data Traceability Advocate:** Performs meticulous source system analysis and ETL process reconciliation, ensuring full traceability and documentation.
- **Data-Driven Project Leader:** Proven track record of success in data-driven projects, leveraging analytical insights to drive strategic business decisions and achieve organizational goals.
- **Experience of Database Administration:** SQL server 2008, MS Access, MYSQL workbench, MySQL Command line, MySQL Yog Ultimate

Experience

Data analyst at Balfour Beatty Ltd

Oct 2023 – Feb 2024

- **Data Analysis Tools Proficiency:** Mastery in SSIS and SSRS for ETL tasks, ensuring seamless data integration and reporting.
- **Visualisation Wizardry with Google Looker and Data Studio:** Advanced expertise in Google Looker and Data Studio for crafting captivating dashboards that drive insights and decision-making. *Created visually engaging visualisations using Power BI or Tableau*
- **Strong MySQL and SQL Server:** *design, development, maintenance and production support of relational databases, business applications, new server setup, MySQL Server installation, upgrade, migration.* using statistical operation Avg, median, Max / Min.
- **Python-Powered Exploratory Analysis:** Harnesses the power of Python programming in Jupyter Notebook with Anaconda Navigator for in-depth exploratory analysis, uncovering hidden insights within datasets.
- **Excel Excellence:** Application of advanced Excel tools, including Look-up, Pivot table, and basic power query, for sophisticated data analysis and visualisation. Identified data trends and patterns to drive business insights and recommendations.
- **Collaboration Maestro with Microsoft Teams:** Facilitates seamless communication and meeting setup using Microsoft Teams, fostering collaboration and efficiency within teams.
- **SharePoint Cloud Management Maven:** Proficient in SharePoint cloud file management, ensuring secure and organized data storage and access.
- **Design Architect of KPI Performance Dashboards:** Designs and develops KPI performance dashboards, providing actionable insights and driving performance improvement initiatives.
- **Council Demographic Dashboard Expertise:** Experienced in capturing and analysing demographic data for council demographic dashboards, facilitating informed decision-making and resource allocation.

Data Analyst at Swish fibre ltd

Aug 2022 - Aug 2023

- **Strategic Visualisation Architect:** Creates captivating visualisations and oversees strategic dashboards and KPI reporting using Looker/Data Studio, ensuring key insights drive decision-making. *Analysts on data-cleaning techniques and data visualization tools GoogleData looker GA4, Power BI.*
- **Web Analytics Implementation Guru:** Implements robust web analytics solutions using Google Analytics, enabling comprehensive tracking and analysis of online user behavior and performance metrics.
- **Data Discovery and Process Analysis Maestro:** Conducts thorough data discovery, data flow mapping, and privacy impact assessments, leveraging insights for data and process analysis to inform remediation planning and enhance data governance.
- **Multifaceted Tool Proficiency:** Hands-on expertise in a suite of tools including **SSIS, SSAS, Excel, Power BI** and SQL 2018, facilitating seamless data integration, analysis, and visualization. *statistical methods to analyse data for predicted cost or profit (formulas)*
- **Insightful Analysis Presentation Pro:** Delivers compelling analysis and reporting presentations using PowerPoint and data visualization tools such as Power BI and Google Data Studio, translating insights into actionable recommendations for stakeholders.
- **Excel Wizardry:** Excel skills mastery encompassing dynamic report creation with PivotTables, advanced formula building, cell formatting, large dataset management, task automation, and advanced functions including IF, SUM, INDEX, MATCH, VLOOKUP, XLOOKUP, and more. Proficient in creating charts, graphs, data recording, and advanced conditional formatting, enabling comprehensive data analysis and reporting.

Data Analyst at S.A Market solution

Oct 2019 - Aug 2022

- **Freelance Salesman and Auditor at SA Marketing Solution:** Leveraged entrepreneurial spirit and sales expertise to excel as a freelance salesman and auditor at SA Marketing Solution.
- **Pioneered Venture into Energy Market:** Led the company's expansion into the energy market, spearheading a new venture and driving strategic initiatives for market penetration and growth.
- **Strategic Account Development Specialist:** Focused on cultivating new accounts within the commercial marketplace, demonstrating a keen ability to identify and capitalize on opportunities for business expansion and revenue generation.
- **Audit Sales Leadership:** Played a pivotal role in audit sales for commercial gas and electric services, ensuring compliance with industry regulations and delivering exceptional service to clients.
- **Multifaceted Energy Portal Sales Expertise:** Managed sales across diverse energy portals including British Gas, Scottish Power, Opus, EON, and YU Energy, demonstrating versatility and adaptability in navigating different platforms and meeting client needs.
- **Lead Acquisition Pro:** Proactively sourced leads through various channels including inbound phone calls, cold call canvassing, networking, and referrals, showcasing strong networking skills and a proactive approach to sales prospecting.

Data Analyst at Wenso ltd

Oct 2018 - Sep 2019

- **Fraud Claim Database Architect (Exploratory Data Analysis):** Spearheaded the design and implementation of a cutting-edge fraud claim database architecture, utilizing exploratory data analysis techniques to uncover insights and enhance fraud detection capabilities.
- **Data Quality and Cleansing Expertise:** Demonstrated proficiency in data quality assurance and cleansing techniques, ensuring accuracy and reliability of data for informed decision-making and regulatory compliance.
- **Advanced Excel Proficiency:** Leveraged advanced Excel tools and functionalities to streamline data analysis and reporting processes, driving efficiency and accuracy in data-driven insights generation.
- **Data Governance Optimization:** Evaluated and optimized data governance processes and operations to align with data protection requirements, ensuring compliance and mitigating risks associated with data management.
- **Jira Dashboard Enhancement and Timeline Management:** Elevated Jira dashboard functionality by upgrading stories and tasks, effectively managing timelines, and ensuring project milestones are met with precision and efficiency.
- **Proficient Tool Utilization:** Demonstrated hands-on experience with a diverse range of tools including SSIS, SSAS, Excel, Power Query, and SQL 2018, enabling seamless data integration, analysis, and visualization.
- **Knowledge of Elastic Search**

Education

Bolton University

- Doctorate in Financial Technology [PhD]
- Master in Business Administration [MBA]

Mar - 2016 - Sep 2022

Jan - 2015 - Feb 2016

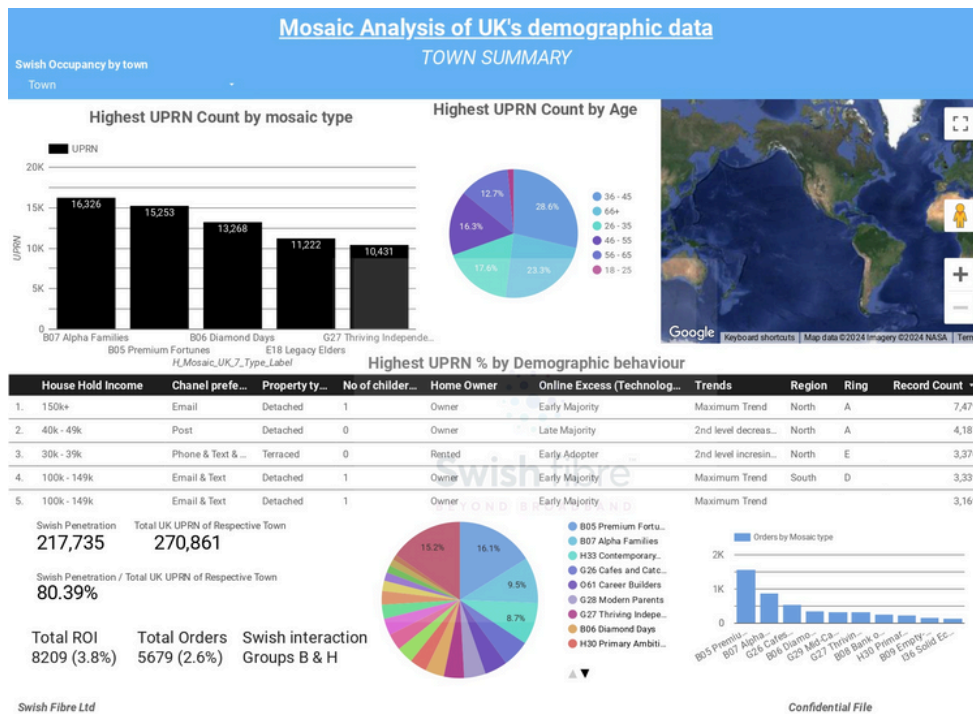
Skills

- Google looker or data studio for dash board design.
- Python (numpy,Pandas, matplotlib data analysis & anaconda navigator)
- SQL quarry operations
- Advance excel (Look-up & Pivot table with basic power query).
- Microsoft team.
- Share point cloud file management system.
- Power BI Data shaping (power query editor)

Data modelling (Dimension, Fact & Measures, one to many relationship, cardinality)
Data visualisation, Data Publishing, Dax Engine (Formula engine, Storage engine (Vertipaq storage engine in memory or Direct Query))
(Compression and Value Encoding techniques)

- Context transition
- Scaler function
- Table function
- Calculated table joins
- iterator functions
- Relationship function
- Time intelligent function

Dash Board-1



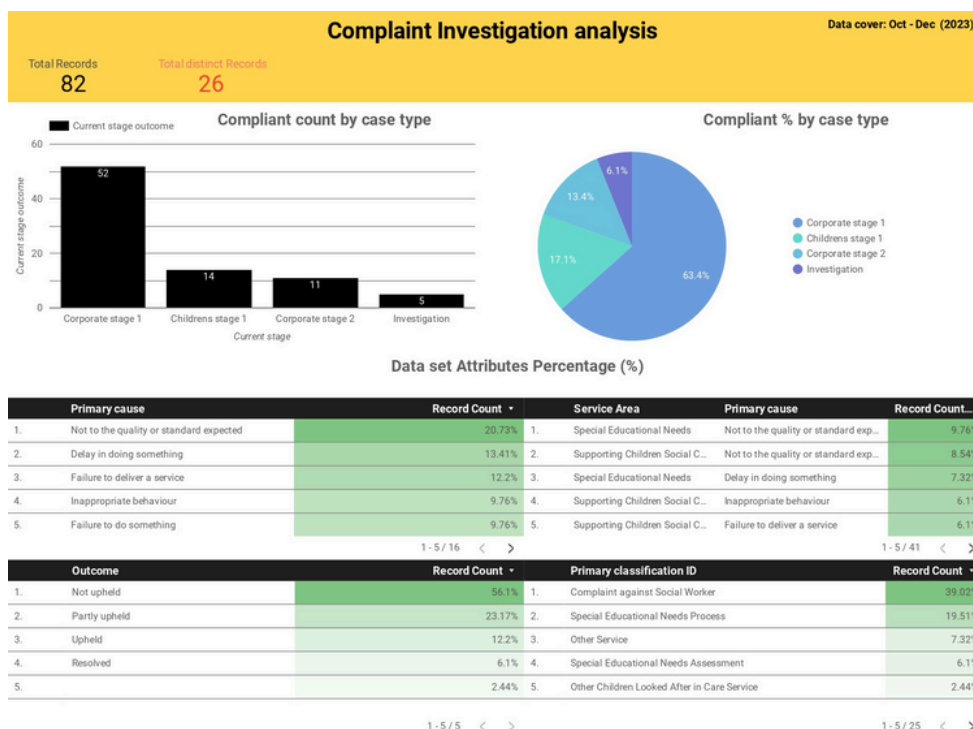
Description:

Date Set : UK Mosaic Data

Analysis: Investigative + Exploratory

Findings: Company services penetration

Dash Board-2



Description:

Date Set : Customer complains

Analysis: Investigative + Exploratory

Findings: Performance check against KPI