

Sulman Ali Raza

Senior BI & Data Analytics Professional
Power BI | Python | SQL | AI-Ready Analytics

Team Leader at Nokia

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SUMMARY

Senior Business Intelligence and Data Analytics professional with 16+ years of experience delivering enterprise-scale reporting, automation, and performance insights. Specialist in Power BI, SQL, and Python, with proven success in building real-time dashboards, automated data pipelines, and KPI frameworks that support executive decision-making. Strong exposure to AI/ML-ready analytics, anomaly detection, and predictive insight foundations. Known for translating complex data into clear business outcomes across large, regulated environments.

PROFESSIONAL EXPERIENCE

- Team Leader – Data Analytics & Business Intelligence** 📅 01/2020 – Present
Nokia Al Saudia
- Lead a team of analysts delivering enterprise BI solutions across mission-critical operations.
 - Designed Power BI dashboards providing real-time visibility of performance, incidents, and SLA compliance.
 - Built Python-based automated monitoring and alerting systems, reducing manual reporting by 80%.
 - Implemented data-driven performance frameworks resulting in:
 - 2× faster response times
 - 3× faster issue resolution
 - Developed automated incident, SLA, and operational reports used by senior leadership for decision-making.
 - Introduced anomaly detection logic to identify performance risks early — forming the foundation for predictive analytics and AI use cases.

- Senior Data Analyst – Performance & Reporting** 📅 07/2014 – 12/2019
Nokia Al Saudia
- Delivered analytics across large-scale datasets using SQL and Python.
 - Designed and monitored 26+ contractual KPIs across enterprise systems.
 - Performed root-cause and trend analysis, achieving a 95% resolution rate.
 - Improved reporting accuracy, standardization, and governance across teams.

- Specialist Data Analyst – Performance Analytics** 📅 07/2011 – 06/2014
Jazz (Mobilink)
- Conducted enterprise KPI analysis and benchmarking.
 - Led data-driven optimization initiatives for underperforming regions.
 - Standardized reporting across multi-vendor environments.

- RF Optimization DT Engineer Telenor – NSN Project** 📅 09/2009 – 09/2010
Myson Engineering
- Conducted live field measurements, drive test analysis, and post-processing of data logs to ensure optimal network performance.
 - Provided actionable insights that significantly enhanced network quality and operational efficiency.
 - Delivered actionable recommendations based on comprehensive data analysis, contributing to continuous improvement in network quality.

EDUCATION

- BS in Telecommunication Engineering EA ID: 9184387
NUCES – FAST 📅 2005 – 2009 Islamabad, Pakistan 📍
Post Graduate Diploma Information Technology WES: 4957000
NUCES – FAST 📅 2018 – 2020 Online 📍

PROJECTS

- Real-Time KPI Anomaly Detection Framework (Python)**
- Built a real-time analytics framework to detect abnormal KPI behavior.
 - Designed with AI/ML readiness for future predictive models.
- Enterprise Power BI Dashboard – Mega Events**
- Delivered executive Power BI dashboards for high-impact events.
 - Enabled real-time decisions supporting uninterrupted service delivery.

TECHNICAL SKILLS

- Business Intelligence & Analytics**
Power BI (DAX, Power Query, Data Modelling)
KPI Frameworks & Executive Dashboards
Data visualizations & Storytelling
- Data & Automation**
Python (Pandas, Automation, Analytics)
SQL (Advanced Queries, Optimization)
Data Wrangling, ETL Pipelines
Data Quality & Governance
- AI / Advanced Analytics (Applied)**
Anomaly Detection
Predictive KPI Analysis
ML-Ready Data Preparation
Statistical Trend Analysis

KEY ACHIEVEMENTS

- Outstanding Team Recognition (2021–2024)
- Consistent high performance in enterprise analytics delivery (2019–2024)
- Led data quality improvement initiatives, increasing trust in reporting
- Reduced repeat incidents through data-led
- Delivered measurable efficiency gains through automation

CERTIFICATION

PL 300 Power BI Certification

TRAININGS

- Microsoft Power BI Desktop | Udemy
SQL Master Class | Udemy
Python for Everybody – University of Michigan
Python 100 Days of Coding | Udemy
PMP - Project Management - 35 PDU
Data Protection & Privacy | Nokia
Data Protection & Privacy 2023 | STC