

# Basil Rakawi

Data Consultant

I carry **10 years+** experience as a strategic thinking consultant focusing on data visualisation, analytics and business intelligence. I have built and grown dashboards into valuable data assets that facilitate insights and amplify confidence. From high level summaries for execs and 'C'-levels to advanced analytical dashboards, the breadth of my exposure to various industry domains and practices allows me to deliver high quality reporting, models, forecasts and predictions that go beyond just fit for purpose.

**NAB Wealth Remediation** - Initially formed as a reporting team of 3 Tableau developers, which expanded to 7 at the program's peak. I delivered dashboards built upon complex, ever-changing models as well as supporting other teams in developing regulatory controls, triggers, and preparation of quarterly [regulatory reports to ASIC](#). As a leader, I guided the team's transition to [Power BI](#) / [Fabric](#), focusing on implementation pipelines, automation, and [shared DAX](#) definitions. This shift enhanced agility, self-documentation, and overall effectiveness within the reporting unit of the wealth remediation program.

**PanDa Dashboard App** - As a Data consultant, I led with the early [prototyping activities in AdobeXD](#) of the project (a rebuild of the performance and analytics dashboard - PanDa) from SAP UI5 to ReactJS. The app piggybacks upon a SAP HANA model used by NDIS planners & account managers. The team grew from 5 to 20 members across 3 states as I took on multiple roles including BA, React Developer, UX, and a bit of DevOps. I was actively involved in design, development, code reviews, and testing- contributing to the overall success of the project.

**Loyalty Dashboards & Reporting** - At Tabcorp, I enhanced the loyalty program reporting with enhanced capabilities to identify [rort, fraud, and leakage](#). I developed derived measurements to help uncover cash transactions and variances for venues and racecourses. I combine their DW in [Amazon Redshift](#) with my experience understanding loyalty marketing and fraud analytics as well as utilizing Python for the first time to streamline classification techniques.

**Digital Products Dashboard** - As a Data Consultant, I led workshop activities across C-level, product and research teams in order to build their ideal 'product' focused central dashboard. The levels of depth & detail had unique variation in exploiting the opportunity to consolidate multiple existing data assets. I brought a sprint planning & [release management](#) culture into the dashboarding activities which gave team members the capability to track & prioritize work. Tech stack exposure included [Snowflake](#), [Tableau Server](#) administration, and [Google Analytics](#) for audience insights and experiments. The data-driven strategies help drive key decisions that ultimately resulted in increased media performance and audience engagement.

**Energy Queensland** - Redeployed to Brisbane for 6 months to takeover & lead a BI team initially with graduates and remote resources to deliver reporting of over 30+ dashboards & provide self-serve capability for EQs new [SAP HANA](#) data models. Balanced both an onshore stream & offshore team (4 developers), fostering relationships with subject matter experts, testers and key stakeholders from various parts of the business - finance, operations, compliance etc. I worked in cadence with the data team as they developed and productionized their data model and align our dashboarding activities in tandem with their weekly sprints.

**Coca-Cola Amatil** - Brought in as Tableau lead for CCA's lead scoring dashboard project. Worked closely with stakeholders to scope the dashboards in rapid turnaround as data models reach validation status. Managed a team of 3 developers while uplifting their capabilities to become billable consultants.

**Toyota Motor Corporation** - I implemented Google Analytics / Tag Manager across Toyota.com.au as part of its migration to the Sitecore platform. Collaborated with digital agencies on the client's behalf to design dashboards & reports for TMCA executives and team leaders. The successful implementation boosted confidence in decision-making via self-serve data, enabling data-driven features such as configurators, optimized user path flows, and improved understanding audience & engagement measures relating to campaign plans.

**Chartered Accountant ANZ** - GTM implementation to simplify / automate tagging of learning assets within CA ANZ. Coached & trained 2 internal resources on dashboard development and tagging workflow. Presented to high-level execs on the improved measurements (sterilizing fake traffic / referral spam), increased sophistication of tracking of learning assets. [Google Analytics](#) / [Tag Manager](#), [Funnel Analysis](#), [Customer Lifetime Value](#)

**CANalytics.cba** - As Data visualisation manager I grew the data visualization practice within the analytics team at CommBank from 1 existing Adobe flash based dashboard to numerous in-page visuals and portlets from within the sharepoint portal (30+ dashboards). This was uplifted to a combined 10k+ visits daily at its peak. With curated & self-serve dashboards behind an identity managed SSO, this evolved into the CANalytics.cba intranet portal powered by several feature packed Sharepoint APIs. Usage ballooned as it crossed the 30,000+ branch and retail network users and by tracking usage behaviour and responding friction/pain-points, we were able to provide performance and coaching data even more practicable. Adopting and advocating agile practices (through continuous improvements), our dashboards also got the opportunity to be presented at the first annual "BI expo" as 'the future' of self-serve BI and social intelligence at the tail end of my tenure at CommBank.

## HOURS SPENT ▼ a decade of data in [d3.js](#)

### CLEANING & PROFILING

Profiling fields, validating formats & range, deduplication & transformations & error handling

### ENRICHING

Feature Engineering, Enriching metadata, Aggregation, Blending & Merging

### MODELING & STRUCTURING

Schema & Schema-less data, Training data, Synthetic data, cloud and on-device LLMs

### VISUAL / STORYTELLING

Prototyping interactive reports, Data Storytelling, Curating and communicating insights

### DEPLOY / AUTOMATE

Engineering pipelines, Version control, Monitoring and operationalizing at scale


## CERTS & ACCREDS

2022 - PowerBI

2019 - [SAS Academy](#) - [SAS Programming](#), [LinkedIn](#) - [React ES6](#), [ES2016](#)

2016 - Google Analytics Academy

2004 - Bachelor of Commerce (Hons) IT & E-commerce

 Curtin University

## MY CORE STRENGTHS

Storytelling with data, competitive confluencing, speed reading, prompt engineering

## MY READING LIST

[goodreads.com/xmlns](#)

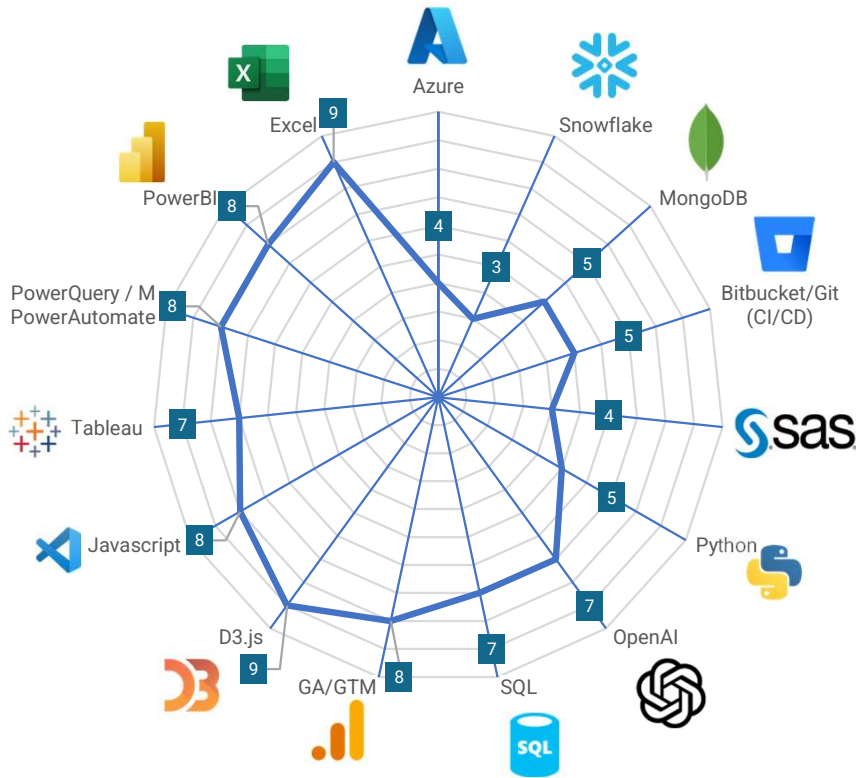
# Basil Rakawi

Analytics / Visualisation

I carry **10 years+** experience as a strategic thinking consultant focusing on data visualisation, analytics and business intelligence. I have built and grown dashboards into valuable data assets that facilitate insights and amplify confidence. From high level summaries for execs and 'C'-levels to advanced analytical dashboards, the breadth of my exposure to various industry domains and practices allows me to deliver high quality reporting, models, forecasts and predictions that go beyond just fit for purpose.

## CORE SKILLS

Visualised below is a 360 coverage of my proficiency (self-rated) across data tools & platforms and their place in the data/tech stack/landscape. My skills overlap often and I strive to maintain a decent coverage as technologies continue to evolve and overtake/overlap each other.



### CLEANING & PROFILING

skills as well as sampling techniques. Transforming and conforming data types to increase value up the chain (i.e. analytics/BI/research/training)

### ENRICHMENT

with metadata or 1<sup>st</sup> party data for feature engineering, Aggregation, Blending & Merging with 3<sup>rd</sup> party data

### MODELING & STRUCTURING

data structures for application development, analytics (predictive, learning/training data and mock data for visualisations)

### VISUAL & STORYTELLING

through iterative design the dashboards, charts & interactive reporting. Passing accessibility tests, user testing and tracking

### DEPLOY / AUTOMATE

Iterating, deploying, release managing and tagging. Scheduling and automating refresh, alerts, triggers and thresholds.

## CORE NETWORK (LINKEDIN\*) BUILT OVER A 10+ YEAR CAREER WORKING WITH -

[www.linkedin.com/in/basilrakawi](https://www.linkedin.com/in/basilrakawi)

LinkedIn surfaces the movements and opportunities in my network. As a data-driven professional, I also strive to use data to understand qualitative measurements (like culture) that are hard to quantify. Inspired by the acknowledgement that who I am "is *the average of the people I surround myself with*" – Jim Rohn

I continue upon my journey of continuous learning - of who I am, how the world around me is shaped and be more thorough in curating the thoughts and ideas that are often diluted by noise and increasingly synthetic / generated data.

**Basil Rakawi**

\* Job family classifications of my LinkedIn connections using Python NLTK 9 Feb 2022

