



# Faizan Hussain Siddiqui

Business Intelligence & Data Analytics Consultant

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## Professional Summary

Strategic-minded and result-driven Business Intelligence and Data Analytics Professional with a career marked by strong business and technical acumen and around **12** Years of experience in delivering Business Intelligence, Data Analytics and Software projects. Worked on various Projects for large international and domestic organizations as a Consultant and Leading roles both offshore and onshore.

## Summary of Work Experience

**Senior Business Intelligence Consultant (07/2021 –Current)**

**teradata.** Teradata Global Delivery Center, Pakistan

### Responsibilities/Achievements:

- Working as Senior Consultant/Technical Lead for BI/Analytics projects.
- Requirement gathering, creating functional/Business requirement document, Technical/business solution and Architecture document and Sign-off from customers.
- Performed as a SPOC for all BI/Analytics requirements/opportunities across different project/customers and involved in scoping, estimations, execution plans.
- Proven experience in overall BI application development life cycle from Data Sourcing, Data Modeling/Schema decision, EDW, Semantic and BI reporting and Analytics layers.
- Enabling customer with BI self-service capability.
- Proven experience to work with Senior leadership teams, understand their expectations and deliver based on their needs.
- Provided extensive consultancy to customers in resolving complex BI/Analytics problems.
- Working on a BI/Analytics project using Tableau 2020.
- Architect reporting model, data blending, transformations.
- Development of worksheets, dashboards and stories
- Extensively worked on different database, EDW platforms including MSSQL, Teradata, Oracle and Snowflake and skilled in ETL/SQL/PLSQL Scripting.
- Lead the development, Unit testing, SIT, UAT, PSS walkthroughs, change deployments and user trainings.
- Have strong analytical, communication skills and ability to work, collaborate and cultivate win-win relationship at all level or organization.
- Expertise in creating and managing project artifacts time sheets, resource allocations and effort estimations etc.
- Excellent learning skills and have trainings on latest Analytics platforms including Big Data, Python, Snowflake.

### Projects/Customers Engagement Summary:

Sr#	Project Name	Customer	Role	Location	Duration
1	Supply Chain Analytics	Federated Co-operatives Limited (FCL) Canada	BI Solution Lead	Canada	07/2021-Current

**Technologies Deployed:** Tableau, MicroStrategy, Teradata, Teradata Tools and Utilities, MS Excel, MS Project, Jira, Service Now

## Technology Certifications

MicroStrategy Certified Analyst (ANL)  
DP-900 – Microsoft Certified: Azure Data Fundamentals  
Vantage Associate 2.3 Certification  
Vantage Training - Essentials Level 2021  
Teradata - Intro to Vantage 2.3 – Teradata  
Data Visualization for Data Analysis and Analytics – LinkedIn

## Tools and Technologies

### Business Intelligence Tools:

Power BI (Desktop), MicroStrategy (Developer, Architect), Tableau (Desktop, Server), SSAS and SSRS

### Query/ETL/database development:

SSIS, SQL, PL/SQL, Teradata (SQL Assistant, Studio), Oracle (PLSQL Developer)

### Databases/Data warehouse:

MS SQL Server, Teradata, Oracle, Snowflake, MySQL, MS Access.

### Application Development:

Oracle Developer (Forms, Reports, Graphs), HTML, PHP, Java Script, Python, RESTful API.

### Ecommerce, Cloud and Big Data Exposure

Azure Storage, Google Analytics, IBM Digital Analytics

### Service Delivery and Project Management

JIRA, SharePoint, Service Now, MS Teams, Scrum, Agile

## Awards/Achievements

Spot Award - Leadership (Teradata 2022)  
Outstanding Performance Award (Systems 2017)  
Outstanding Performance Award (Systems 2014)



## Lead BI Consultant/Principal BI Consultant

10/2012 – 06/2021

**systems** Systems Limited Lahore, Pakistan

### Responsibilities/Achievements:

- Worked as Senior Consultant/Technical Lead for BI projects and lead the team of 6 BI consultants.
- Lead the development of key project deliverables and artifacts (business requirements, functional/Technical documents, fit/gap analyses, conceptual/Logical/Physical data models, analysis and report mockups).
- Project Management artifacts Billing, Resource allocations and Effort Estimations etc.
- Development of data warehouse including Data Lake, Staging, transformation, Semantic layers in DWH.
- Development of Business layer/Semantic Layer and expose it to BI reporting tools.
- Development and mapping of data model/business layer/schema in BI tool.
- Provide the Self-service/Ad-hoc BI reports to the business users.
- Working on Digital Transformation BI Model for visualization of network stats
- With the technical knowledge of Tableau Desktop, responsible for customization and development of creatively dynamic visualizations on CWR tool.
- Business Intelligence solution design and development to produce required reporting and analytics deliverables using Tableau.
- Troubleshoot Tableau related issues and queries and coordination with DWH Ops and Dev team
- Delivered multiple BI Analytics projects using MicroStrategy 9.x/10.x/11.x
  - MicroStrategy Architect/Schema, Application objects and configuration objects.
  - Reporting capabilities including canned report, ad-hoc reports, documents, dashboards, VI/dossiers, Scorecards, Mobile apps, FFSQL, transactional reports, intelligent cubes, data marts and office connector)
  - Performance optimization of reports, cubes, dashboards using VLDB properties and development best practices.
- Delivered a project based on Power BI.
- Worked on implementing Dimensional Modeling (Star and Snowflake schema), Data Marts, ER Modeling.
- Development and maintenance of ETL Jobs, SSIS packages, UNIX scripts and ETL troubleshooting.
- 24/7 Support to ETL and MicroStrategy scheduled reports.
- Extensively worked on database objects (SQL, PLSQL, Functions, Procedure, Packages, Triggers, Views, M-Views).

### Projects/Customers Engagement Summary:

Sr#	Project Name	Customer	Role	Location	Duration
2	Mortgage Data Analytics	Transatlantic Reinsurance Company	Project Lead	New York, USA	11/2016-06/2021
3	Retail BI Systems (RBI)	Kate Spade & Company New York	BI Technical Lead	New York, USA	09/2014-10/2016
4	Wholesale BI Systems (WBI)	Kate Spade & Company New York	BI Technical Lead	New York, USA	09/2014-10/2016
5	Data Analytics Services	Barneys New York	BI Delivery Lead	New York, USA	01/2015-10/2016
6	Retail Management Systems (RAMS)	Kate Spade & Company New York	Senior Developer	New York, USA	02/2013-12/2014
7	Stanley Black & Decker	Stanley Black & Decker, USA	Developer	USA	10/2012-02/2013

**Technologies Deployed:** MicroStrategy, Tableau, Power BI, Oracle Forms, Oracle Reports, Oracle, Oracle SQL Developer, PLSQL Developer, Toad, HTML, Unix Scripting, C#, MS Project, MS Excel, Jira, Service Now, Office Connector for BI Tools



## Software Engineer

03/2011 – 10/2012



Karzansoft

Karzansoft, Lahore, Pakistan

### Responsibilities/Achievements:

- Responsible to get Business user's requirements, understanding Business
- Designing, development and Maintenance of end to end CR management system
- Worked directly with the business users to get reporting/data requirements and translate them into technical design
- Participated in development of MIS/Stock management systems using Oracle developer (Forms, Reports, graphs).
- Extensively used SQL/PLSQL for data analysis and developed Functions, Procedures, Packages, Triggers, Views, M-Views etc.

### Projects/Customers Engagement Summary:

Sr#	Project Name	Customer	Role	Location	Duration
7	Relation (Product)		Developer	Lahore, Pakistan	03/2011–10/2012
8	Online Vehicle Requisition System	Al Wathbah	Developer	Abu Dhabi, UAE	07/2011–10/2012

**Technologies Deployed:** .Net Framework (C#, VB), ASP.NET, WPF.Net, Windows Mobile Smart Device CE, MS SQL Server, MS Compact SQL Server

## References

References are available on demand.