

WORK EXPERIENCE

Analytics Lead

January 2025 - Present

Canadian Cancer Society, Toronto, Canada

A non-profit raising funds to support cancer research, advocacy, and patient care.

- Leveraging Salesforce CRM Analytics to build dashboards for Mass Marketing on Cancer Petition Survey Data to help the organization increase its fundraising efficiency target by 13% to meet mission budget.
- **Technical Skills:** Marketing cloud, Salesforce CRM Analytics, SQL.

Head of Analytics

April 2022 - Dec 2024

Daraz (Alibaba Group), Karachi, Pakistan

A South-Asian B2C E-commerce owned by Alibaba Group with 40m+ monthly active users

- Collaborated with cross-functional teams, including product, finance, commercial, operations, and logistics to drive new initiatives of \$44 million per annum, **leading** a team of **20+ data analysts**.
- Developed, streamlined, and optimized performance management and **weekly & monthly business review systems** for three key departments, comprising **hundreds of OKRs and KPIs**. These systems are also utilised for appraisals of **over 1,000 employees**.
- Managed the Chatbot project, which utilised **ChatGPT** to create a **second brain** of the company's **business knowledge**. This resulted in a remarkable **35% reduction** in the time taken to answer business questions by the Data Analysts.
- Preparing updates and presentations on business performance, proposals, and recommendations to senior management and the **C-suite** to assist in strategic decision-making.
- **Restructured** the Data Analytics team and set up an analytical **centre of excellence** from scratch to **improve efficiency and the quality** of deliverables by approximately **40%**.
- Architected the pipeline and dashboard for **Retail P&L, Category P&L, Seller P&L** used by heads, category managers and dozens of account managers to drive profitability and GMV as per targets.
- Maintained **Microsoft Dynamics 365** ERP integration to align with evolving business and operational needs.
- Supported finance with routine month-end closing and reconciliation to ensure timely book closing.
- **Technical Skills:** Excel, Python, SQL, Tableau, Alibaba Visualization Tool, Alibaba Cloud suite, Power BI.

Data Analytics Manager (Operations),

March 2020- April 2022

Daraz (Alibaba Group), Karachi, Pakistan

- Increased **operational efficiency by 13%** by developing dashboards & scorecards for supply chain & logistics weekly business reviews.
- Developed an **A/B testing** framework for the Product team using a Frequentist approach, shifting decision-making to data-driven experimentation. As a result, **90% of new features** were released based on A/B testing insights rather than relying solely on qualitative assessments.
- Developed **4,000 fleet and blue-collar workforce** forecast models integrated into the planning cycle, resulting in a **24%** reduction in headcount with minimal trade-off on end-to-end lead time.
- Built a sort center and warehouse space model and conducted a time-motion study to establish accurate productivity measures.

Data Engineer B2B,

March 2018- March 2020

Telenor, Islamabad, Pakistan

A Norwegian Telecommunication company with 166m+ customers focusing on Data Monetization

- Collaborated on the development of a new market research and insight tool ([Bizmine](#)) based on telco data, which reduced the time and cost for specific market research by at least 50%.
- Provided consulting services to **three large B2B clients**, utilizing telecom data as part of a data monetization strategy, which created a new revenue stream with an estimated potential of **over \$2 million per year**.

Data Analyst Course Mentor, December 2019- Present
CareerFoundry, Remote, Germany
An online Bootcamp startup that offers flexibly paced programs for career changers

- Provide mentorship to data analytics career switchers, maintaining an average student **rating of 4.9 out of 5**.
- Reviewed six capstone projects for **50+ data analytics students** and provided targeted coaching.

Asst Mngr. OMS Analyst, November 2013 – September 2016
K-Electric, Karachi, Pakistan
Largest private power utility in Pakistan and initiator of the Smart Energy Initiative

- Developed and deployed smart meter/smart grid data-based **predictive models** using Python and R to increase utility asset life.
- Communicated insights to senior management using data visualization tools (Tableau, QlikView, Excel)
- Authored **Business Requirement Document (BRD)** for Smart Grid Analytics, streamlining GIS data processes to enhance utility operations.
- Collaborated with IT-BI teams and foreign Oracle BI consultants to develop **smart grid analytics**, bridging business requirements with operational expertise.
- Facilitated and led Web **GIS** and GIS field survey training sessions for over **100 users and 30 field engineers**, elevating the technical proficiency of the workforce.

CAREER RELATED CERTIFICATIONS

- | | |
|--|---------------|
| • Agile with Atlassian Jira Issued by <i>Atlassian</i> | December 2024 |
| • Business Analyst and Project Manager Collaboration Issued by <i>PMI</i> | October 2024 |
| • Global Experience Program Issued by <i>Blue Chapter</i> | April 2023 |
| • Alibaba Cloud MVP (Most Valued Professional) Issued by <i>Alibaba Cloud</i> | March 2020 |
| • ACP Cloud Computing Professional Issued by <i>Alibaba Cloud</i> | March 2019 |
| • Tableau 10 Essential Training Issued by <i>Lynda.com</i> | December 2018 |

OTHER WORK EXPERIENCE

Visiting Instructor, Data Science (Post graduate Program) February 2019 – September 2019
SZABIST, Pakistan

- Taught a Data Science Principles course module to postgraduate students enrolled in the master's program.
- Developed practical and theoretical materials to conduct the class and assessed students' proficiency in data science tools and techniques.

Machine Learning Fellow, July-November 2017
Fellowship.AI, London, England
Hands-on ML fellowship at a startup solving real-world problems for various clients

- Developed deep learning models with CNN for image and face recognition using agile methodologies for a Brazilian banking KYC solution.
- Contributed to the image labeling productivity-enhancing [platform.ai](#), by fine tuning image models for better feature extraction and utilizing features for similar image clustering.

CAREER RELATED SKILLS

SQL | Python | Data Analysis | Advanced Analytics | Business Intelligence | Power BI | Tableau | Business Strategy | Stakeholder Communication | Data Strategy | Data Roadmap | Financial Analysis | Salesforce | Non Profit | CRM

EDUCATION

MSc in Data Science, City University of London, England

- Erasmus Mundus Scholar and graduated with distinction among a cohort of over 50.

BEng Electrical, National University of Sciences & Technology, Karachi, Pakistan

- Shell Scholar | Dean's List, 3.78/4.00 CGPA