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ABOUT ME

Business Intelligence Analyst | Engineer

As a Senior Business Intelligence Analyst, I leverage data science and visualization skills to deliver actionable insights and recommendations to improve business performance and revenue. I have over four years of experience in managing ETL processes, creating dashboards and reports, developing predictive machine learning models, and performing various types of analyses using Python, Tableau, SQL, Snowflake, AWS, and other tools.

My passion for data analysis and problem-solving started as a Chemical Engineer and evolved into Data Science. I enjoy learning new technologies and applying them to different use cases. I also have a certificate in Data Science and Visualization from UC San Diego Extension and multiple courses. I am proficient in English and Persian, and I have experience in teaching data science concepts and skills as a Teaching Assistant at UCSD Extension.

TECHNICAL SKILLS

Python, JavaScript, SQL, Snowflake, HTML/CSS, Tableau, Dashboarding, Statistical Modeling, Predictive Modeling, Machine Learning, Data Mining, Data Engineering, AWS, Excel.

PROFESSIONAL EXPERIENCE

DFO Global Performance Commerce | San Diego – United State

Senior Business Intelligence Analyst

Apr 2021 - Present

- Leading the migration of the Data Warehouse from Redshift to Snowflake and enhancing Tableau reporting performance by redesigning the tableau data source structure for seamless integration with Snowflake.
- Designing and creating new tables in the Snowflake database, collecting data from various sources, and managing them to uphold the highest levels of data accuracy.
- Optimizing the Tableau and Matillion (ETL tool) server infrastructure on AWS, resulting in a monthly server cost reduction of approximately \$5k. Additionally, actively maintaining these systems to minimize downtime and ensure seamless operation of all processes and reports.
- Designing, developing, and implementing multiple ETL pipelines on Matillion, incorporating Python and SQL for API integration, data cleaning, and manipulation. This aims to reduce reliance on third-party applications while providing essential data to different departments. as well as Collaborating with various teams to ensure data quality and accuracy
- Collaboratively developing a Sales/Demand Forecasting Machine Learning model in partnership with the Sales and Logistics teams. This initiative is aimed at enhancing inventory planning to facilitate revenue and sales growth while concurrently optimizing shipping and warehousing costs through inventory level optimization.
- Creating a Product Recommendation Machine Learning model by analyzing historical sales data and customer behavior patterns. This model will serve to strengthen sales, remarketing efforts, and overall revenue growth through personalized product recommendations.
- Conducting data analysis and creating comprehensive reports for executive stakeholders, enabling informed and data-driven decision-making at the executive level.

Business Intelligence Analyst

Apr 2019 - Mar 2021

- Designing and implementing a fully automated process, utilizing Python and AWS Lambda functions, to efficiently deliver up-to-date reports to clients, stakeholders, and executives via email. This approach ensures that executives have immediate access to the latest reports and data while simultaneously reducing the cost of Tableau licenses.
- Developing and sustaining data sources within Tableau that consolidate information from various disparate APIs and databases.
- Designing and implementing data modeling for product, shipping, and landing costs, aimed at enhancing the precision of Profit and Loss (P&L) reports for executive decision-making.
- Collaborating and coordinating with various departments to establish standardized reports and visualizations in Tableau, tailored to specific requirements.

Business Analyst Intern**Jan 2019 - Mar 2019**

- Communicating data to non-technical business users and helping with ad hoc queries as needed.
- Collecting project requirements and conducting initial qualitative analysis for a diverse range of projects.
- Executing routine data visualization tasks proficiently within Tableau.

UC San Diego Extension | San Diego – United State**Jan 2019 - Present****Data Science Teaching Assistant**

- Covering advanced Excel & VBA, Python, NumPy, Pandas, Matplotlib, MySQL, MongoDB, JavaScript, D3.js, Tableau, Spark, Machine Learning & R.

Atlantic & Pacific Management | San Diego – United State**Oct 2015 - Dec 2018****Data Analyst - Assistant Manager**

- Designing and formulating queries to extract property data and subsequently generating reports.
- Analyzing data, identifying trends, creating visualizations, and delivering presentations to the management team to enhance sales strategies and decision-making.
- Working with management team to set new strategies based on findings.

Achievements

- Promoted to an assistant manager
- Met and exceeded sales goal every month

Eshareh Advertising Agency | Tehran - Iran**Feb 2012 - Aug 2014****Data Analyst**

- Collecting, storing, and validating the data.
- Creating visualization and present findings to the team.
- Identifying patterns and trends in data sets.
- Defining new data collection and analysis processes.

EDUCATION

UC San Diego Extension**2018 - 2019****Certificate, The Data Science and Visualization Boot Camp**

Gain proficiencies on a host of marketable technologies like Excel, Python, JavaScript, SQL Databases, Tableau, Machine Learning and more.

Ferdowsi University of Mashhad**Bachelor of Engineering (B.Eng.) Chemical Engineering****2007-2012****Relevant Projects:**

Optimization of Molecular Dynamics of The Adsorption Process with GA Method |
The Adsorption Process | Different isotherms | GCMC Method | Monte Carlo Simulation |
Research About Sulfur Recovery Unit (SRU)

CERTIFICATES

Coursera

- [Programming for Everybody \(Getting Started with Python\)](#)
- [Python Data Structures](#)
- [DataRobot Essentials](#)
- [DataRobot Deeper Dive](#)