Anwaar Saadaat Ajmal Khan

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| Highly organized, detail-oriented Data Professional offering experience delivering cost-effective, high-performance analytical solutions to meet shifting organizational demands. Expertise in analytics and reporting tools to provide insights in product design, marketing and customer experience using data-driven philosophy.  **SUMMARY :**   * Around 9+ years of experience in IT SDLC process and 5+ years in Data analytics and data visualization. * Developed and implemented advanced analytics including customer segmentation, optimization, prescriptive analytics and machine learning algorithm & recommendation for pricing strategy, proactive retention, and serialization. Operate as a SME on consumer analytics for operational data (Marketing, Finance and Risk). * Worked on response-based analytics on NPS and transactional surveys to see the drift in NPS when a customer falls in the intersection. Made recommendations on how to remove the responder bias, increase response rate and improve NPS using SAS. * Analyzed customer surveys and provided insight on customer profile, customer interaction, loan characteristics, credit journey and their financial behavior to improve Net Promoter Score (NPS) and established customer segmentation using SAS to aid NPS strategy. * Partnered with credit risk, marketing, finance, and business optimization teams to create a data lake that will be used as a single repository for all analytics and modeling. * Supported step-change improvements in credit performance by connecting drivers of future consumer credit trends to historical behavior, creating risk models, and testing hypotheses using rigorous monitoring and analysis. * Document data requirements. Illustrate how data domains relate to each other using tools like source-target mappings, process-flow diagrams, data-flow diagrams, Customer Journeys, Pain points and workflow diagrams. * Help build targeted insights to inform the design and development of new customer experiences, as well as breakthrough technology and concepts designed to deliver on new go to market strategies. * Managed Development, Maintenance, System configuration and Production Support for Underwriting tools and Long-term disability claims. The responsibilities include accountability for application health, business communications, business process optimization, SLA/OLA adherence, system upgrades/implementations and Applications Life Cycle Management. * Ensured adherence to technology and business roadmaps, ensuring proper Disaster Recovery solutions in place. * Worked on Data Modeling, Database Design, Normalization, SQL Query optimizations, Stored Procedures, Triggers, Functions and Views. * Developed and executed ad hoc queries to extract data from supported systems and follow established procedures to validate queries/results in support of business requirements. * Implemented large-scale data ecosystem including data management, governance and the integration of structured and unstructured data to generate insights.   EXPERTISE   |  |  | | --- | --- | | * Data and Quantitative Analysis * KPI Dashboards and BPI Plans * Risk assessment and financial modeling * Query Optimization * Problem Solving Skills | * Data Mining and Visualization Tools * Business Intelligence (BI) * Research, Reports and Forecasts * Operations Analysis * Presentation Skills |   **TECHNICAL SKILLS**  Database: SQL, Snowflake, EDW, Oracle, MS Access  Reporting and Statistical Packages/Tools: SAS, Snowflake, Tableau, PowerBI, R , Salesforce, MS Excel  Visualization Tools: Tableau, PowerBI, QlikView  Project management Tools: MS Project, MS Visio, JIRA  Technology: XML, HTML, HTML5, CSS, Unix  Programming Language: VBA, JavaScript  Other Tools: Qualtrics, Visual Studio, TFS, PAS-X, Automation Anywhere, UiPath, ServiceNow, TOAD, Call miner |

**EXPERIENCE**

**Client: Sallie Mae Newark, USA,**

**Senior Analyst CX and Marketing Analytics Feb 2019– Present**

* Improved analytical and operational efficiency, around 200%, by engineering Customer Profitability, Customer Opportunity, and Customer Behavior Data Marts using SQL and SAS.
* Worked on response-based analytics on NPS and transactional surveys to see the drift in NPS when a customer falls in the intersection. Made recommendations on how to remove the responder bias, increase response rate and improve NPS using SAS.
* Analyzed customer surveys and provided insight on customer profile, customer interaction, loan characteristics, credit journey and their financial behavior to improve Net Promoter Score (NPS) and established customer segmentation using SAS to aid NPS strategy.
* Partnered with credit risk, marketing, finance, and business optimization teams to create a data lake that will be used as a single repository for all analytics and modeling.
* Performed reporting on end-to-end marketing analytics including lead generation, lead conversion, targeting & segmentation, originations, and portfolio data using SAS and Tableau.
* Developed and implemented advanced analytics including customer segmentation, optimization, prescriptive analytics and machine learning algorithm & recommendation for pricing strategy, proactive retention, and serialization. Operate as a SME on statistical analysis, test and design of experiment, analysis methodology, modeling & application, and financial impact analysis.
* Supported step-change improvements in credit performance by connecting drivers of future consumer credit trends to historical behavior, creating risk models, and testing hypotheses using rigorous monitoring and analysis.
* Document data requirements. Illustrate how data domains relate to each other using tools like source-target mappings, process-flow diagrams, data-flow diagrams, Customer Journeys, Pain points and workflow diagrams.
* Part of the CLV (Customer Lifetime Value) team working on determining the factors, formula and roadmap for CLV for Sallie Mae retail, credit card and personal student loans to ensure maximum ROE.
* Help build targeted insights to inform the design and development of new customer experiences, as well as breakthrough technology and concepts designed to deliver on new go to market strategies.
* Continuously monitor trends by channel, product, and customer demographic using Tableau and PowerBI and report those findings to get a unique 360-degree view of the customer to enhance Customer Experience.
* Solutions validated incoming data and performed notifications when jobs complete. The order data thus loaded into SQL server and was used to generate reports using SSRS.
* Developed SQL Server Integration Services (SSIS) packages to automate the nightly extract transform and load jobs.
* Used SAS/SQL queries against the Teradata Data Warehouse (the 'W') and MDP, applying selection criteria and suppression/exclusion logic according to campaign requirements.
* Performed data analysis and development for the Customer Offers and Targeting team, using SAS Enterprise Guide, SAS Grid, UNIX, Teradata, and Proc SQL.
* Scripted advance SAS programs with the use of SAS 9 and SAS/MACROS for transferring and converting data (character to numeric and numeric to character) from Excel files to another to be used for further analysis and created global and local variables.
* Extracting data from the database using SAS DI, SAS SQL procedures (using Oracle DB2 and Teradata), create SAS data sets , JMP Scripts which involved organizing, profiling and define metadata.
* Developed programs using SAS/SQL and SAS MACROS to generate new reports.

**Environment:** Data mining, Data Visualization, Data Modeling, Big data, Reporting, SQL, Tableau, PowerBI, SAS/Base, Teradata, Windows XP Professional, SAS/Macro, SAS/ ETL, SAS BI, Teradata, Excel

**Client: Sallie Mae Newark, USA,**

**Customer Centricity Analytics Intern Sep 2018– Dec 2018**

* Coordinated with Forrester Research to draft customer centricity changes and development of roadmap that addresses key gaps.
* Analyzed customer surveys, customer Interactions, baseline performance metrics across key competencies using SQL and SAS and overall customer experience. Helped in creating connections to customer experience for a 360-customer view to make cost effective solutions that support business strategic initiatives and created dashboards when required.
* Performed Data analysis, statistical analysis, generated reports, listings and graphs using SAS Tools–SAS/BASE, SAS/MACROS and SAS/GRAPH, SAS/SQL, SAS/Connect, SAS/ACCESS.
* Solved complex issues and implemented solutions to enhance productivity, improve quality and customer satisfaction.
* Involved in modifying Teradata stored procedures and performance tuning of various tables.
* Designed, prepared and implemented tests cases for system teting as well as for user acceptance.
* Performs data analysis, created data mapping, work with data marts, involved in extraction, loading, and transformation of data from different sources to Informatica using power center designer.

**Environment:** Data mining, Data Visualization, Data Modeling, Big data, Reporting, SQL, Tableau, PowerBI, Teradata, Windows XP Professional, SAS/Macro, SAS/ ETL, SAS BI, Oracle 10g, Teradata, Excel, Windows XP

**Client: Ashland Chemicals Inc Wilmington, USA,**

**Business Intelligence**  **June 2018– Aug 2018**

* Created reports and dashboards using SQL and PowerBI that consolidate disparate customer feedback received and present analytical findings to senior leadership with the objective of increasing and optimizing customer experience and Sales.
* Created a Blend analysis tool using Python to analyze unique blends of chemicals used in Ashland clients (L’Oréal) helping the Ashland business to provide a better pitch during sale.

**Environment:** Data mining, Data Visualization, Data Modeling, Big data, Reporting, SQL, Python, PowerBI, Teradata

**Client: University of Delaware Newark, USA,**

**Data Analyst Sep 2017– May 2018**

* Performed data requirement analysis, data cleansing, feature selection and created verifiable, concise, traceable, unambiguous data mapping / modeling documents and association rules for Student Course Registration.
* Created dashboards of student course registration using R and Tableau.

**Environment:** Data mining, Data Visualization, Data Modeling, Big data, Reporting, SQL, Tableau

**Client: AstraZeneca Chennai, India,**

**Systems Analyst (MES) Nov 2015– Jul 2017**

* Managed delivery and production support of the GxP compliant Manufacturing Execution Systems (Werum PAS-X) to all its designated manufacturing and packaging sites located globally.
* Worked on delivering PAS-X system and integrated with SAP and the new Siemens Historian/PCS system across a segregated network for Zoladex (SPP5).
* Performed the role of Disaster recovery coordinator and provided oversight and assistance to various technical teams for the disaster recovery plan for PASX Sweden.
* Managed SAP support - Pre-testing of PASX – SAP interfaces in POC environment, including production order errors, material inventory issues, communication between SAP and MES system.
* Implemented large-scale data ecosystem for PASX-UK including data management, governance and the integration of structured and unstructured data to generate insights.
* Experienced in SAS Business Intelligence area and in-depth knowledge of SAS BI including OLAP Cube Studio, Web Report Studio and SAS Add In for MS Office, stored processes.

**Environment:** .Net,Data mining, Data Visualization, Reporting, SQL, Tableau, Windows XP Professional, Oracle 10g, Excel, Windows XP

**Client: Cognizant Technology Solutions – Chennai, India,**

**Associate – Technical Lead**  **Oct 2010 – Oct2015**

* Managed Development, Maintenance, System configuration and Production Support for Underwriting tools and Long-term disability claims for the Hartford insurance. The responsibilities include accountability for application health, business communications, business process optimization, SLA/OLA adherence, system upgrades/implementations and Applications Life Cycle Management.
* Ensured adherence to technology and business roadmaps, ensuring proper Disaster Recovery solutions in place.
* Worked on Data Modeling, Database Design, Normalization, SQL Query optimizations, Stored Procedures, Triggers, Functions and Views.
* Recommend appropriate risk management interventions and assisted with implementation of risk management recommendations at individual provider offices, group practices and facilities.
* Performs data analysis, created data mapping, work with data marts, involved in extraction, loading, and transformation of data from different sources to Informatica using power center designer.
* Developed SQL Server Integration Services (SSIS) packages to automate the nightly extract transform and load jobs.
* Developed and executed ad hoc queries to extract data from supported systems and follow established procedures to validate queries/results in support of business requirements.
* Optimized system performance by making proactive adjustments and resolving bugs.
* Liaised with QA testers to perform end-to-end unit testing and post-production testing.

**Environment:** .Net, HTML, SQL, Toad, Data mining, Data Visualization, Big data, Reporting, SQL, Teradata, Windows XP Professional, Oracle 10g, Teradata, Excel, Windows XP

CERTIFICATION

* Certified Customer Experience specialist (CXS)TM
* Tableau Desktop Specialist certification

EDUCATION

**University of Delaware - - Newark, DE | Master of Science**

Information Systems and Technology Management, 12/2018

**Bharathidasan University - - Trichy, India | Bachelor of Technology**

Information Technology, 05/2010