

# Zain Haider

Power BI Specialist | Data Analyst

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## Professional Summary

Results-driven **Power BI Specialist** and **Data Analyst** with extensive experience architecting end-to-end Business Intelligence solutions. Expert in developing automated dashboards, complex **DAX** measures, and robust **Data Models** (Star Schema). Proven track record of transforming raw data into actionable insights through **ETL pipeline** automation and AI-driven analytics. Skilled in **SQL**, **Python**, and **Power Query (M Language)**, with a focus on improving reporting efficiency and supporting strategic decision-making across retail, finance, and healthcare sectors.

## Experience

2022–Present **Power BI Specialist (Freelance)**, *Upwork*, Remote

- Designed and deployed 20+ enterprise-grade **Power BI dashboards** utilizing **Advanced DAX** for complex business logic and **Time Intelligence**.
- Architected scalable **Data Models** and implemented **Power Query** transformations to clean and unify large-scale datasets from diverse sources.
- Developed **KPI tracking** systems and predictive forecasting models, improving stakeholder decision-making accuracy.
- Optimized report performance by 30% using **DAX Studio** and **Performance Analyzer**, and implemented **Row-Level Security (RLS)** for data governance.
- Automated data refreshes and workspace deployments within **Power BI Service**.

2019–2021 **Data Analyst**, *FBM Solutions*, Pakistan

- Developed full-stack BI solutions to monitor operational performance and **Business Metrics**.
- Performed **SQL-based data mining** and **Python** behavioral analytics to drive customer segmentation strategies.
- Increased marketing campaign ROI by 15% through **Data-Driven Insights** and trend analysis.
- Optimized **ETL workflows** and data processing pipelines, reducing manual reporting overhead by 20%.
- Translated complex technical findings into **Data Stories** for executive stakeholders.

2017–2019 **Software Engineer (Freelance)**, *Fiverr*, Remote

- Engineered data-driven web applications using **Python**, **Django**, and **Flask**.
- Seamlessly **embedded Power BI reports** and analytics visualizations into custom web platforms.
- Built robust backend systems and **RESTful APIs** for automated business reporting workflows.
- Collaborated with international clients to deliver scalable web-based BI and automation solutions.

## Education

- 2022–Present **MS in Computer Science**, *University of Vienna*, Austria  
Specialization: **Business Intelligence**, Machine Learning, and Data Analytics.
- 2014–2018 **BS in Computer Science**, *PMAS Arid Agriculture University*, Pakistan

## Technical Skills

- Power BI Stack **DAX, Power Query (M Language)**, Data Modeling, **Star Schema**, Power BI Service, RLS, Incremental Refresh, Paginated Reports
- Analytics & BI Tableau, **KPI Dashboards**, Data Visualization, Reporting Automation, Advanced Excel (Power Pivot), Data Storytelling
- Programming SQL (PostgreSQL, T-SQL), Python (Pandas, NumPy, Scikit-learn), REST APIs, Git
- Data Engineering ETL Pipelines, **Azure Synapse**, Snowflake, Databricks, Apache Spark, Data Warehousing
- AI & Advanced Machine Learning, Predictive Analytics, NLP, **Generative AI Integration**, AI-Assisted Workflows

## Certifications

- Microsoft Certified: Power BI Data Analyst Associate (PL-300)
- Databricks Associate Developer - Apache Spark
- Vector Databases Professional Certificate
- Data Analysis with Python - freeCodeCamp

## Languages

- Urdu Native (C2)
- English Professional (B2)
- German Basic (A1)