



# Taha Maqsood

## Data Analyst



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Cologne, Germany



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## PROFESSIONAL SUMMARY/PROFILE

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Results-driven and detail-oriented professional with extensive experience in data analytics. Demonstrated expertise in data analysis and stakeholder management, with a proven ability to deliver high-quality outcomes in fast-paced and dynamic environments. Adept at driving team collaboration, developing innovative solutions, and skilled in utilizing Microsoft Power BI, SQL and Excel to achieve organizational goals.

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## WORK EXPERIENCE

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### Uniper Global Commodities SE

**Power BI Expert / Market Risk & Finance Reporting: Dusseldorf, Germany**

July 2023 – Present

- Improved a market risk report by reducing its refresh time by over 90%, from 1 hour to just 5 minutes, through efficient data modeling and query optimization in Power BI.
- Migrating Excel based reports to Power BI to enable automated and real-time data reporting.
- Created dashboard and report in Power BI for analyzing late adjustments, actuals, and forecasted events across quarters and intermediate months.
- Writing SQL queries to extract and transform data from the Snowflake data warehouse for seamless integration into Power BI Services.
- Troubleshooting Power BI issues to maintain smooth operations and enhance reporting accuracy.
- Expanding and optimizing Finance and Market Risk reports to deliver better insights and support decision-making.
- Interpreting and implementing stakeholder requirements to create tailored reports and dashboards.
- Collaborating with and providing support to cross-functional teams in their daily tasks.
- Documenting Power BI processes, workflows, and data transformation steps for future reference.

### Swimmondo GmbH

**Data Analyst:**

**Hurth, Germany**

October 2021 – March 2022

- Conducted in-depth analysis of website traffic and user behavior using Google Analytics.
- Implemented digital marketing strategies based on data-driven insights to increase website traffic and conversions.
- Collaborated with cross-functional teams such as marketing, product, and design to optimize website performance.
- Developed and maintained website performance dashboards and reports to track KPIs.

## Senegal Marketing

Web Analyst - Remote:

United States July 2017 – March 2021

- Built and maintained websites using WordPress and Shopify.
- Collaborated with teams to gather requirements and implement custom features.
- Integrated Google Analytics for real-time monitoring of website traffic.
- Implemented optimization strategies for improved speed and usability.
- Created and maintained performance dashboards using tools like Google Data Studio / Looker.

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## EDUCATION

TH KOLN, Germany  
MSc Computer Science (Information Systems)

March 2021 – January 2025

IBIT University of the Punjab, Pakistan  
BBIT (Business & Information Technology)

October 2012 – June 2016

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## CERTIFICATIONS

- Google Data Analytics Professional Certificate (Google)
- Microsoft Power BI Bootcamp (Udemy)
- Associate Data Engineer in SQL (Datacamp)

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## LANGUAGE SKILLS

- Urdu – Native
- English – Fluent
- German A1

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## DIGITAL SKILLS

Microsoft Power BI, DAX, Tableau, Microsoft Power Automate, SQL, Microsoft Office Suit (MS Excel, Word, Power Point, Teams, Sharepoint), Jira, Data visualization, Data findings, Storytelling, Analytical reports, Data analysis, Data modelling

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## SOFT SKILLS

Communication skills, Collaboration and Teamwork, Problem Solving, Adaptability, Attention to detail, Time Management, Analytical Thinking, Stakeholder Management

Cologne, 11/01/2025

