

Mohamed Shamimullakhan M

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Senior data engineer & analyst with **10 years** of experience in the **Retail, Insurance, and Life Sciences** industry. Proven track record of processing and analyzing huge volumes of data to gain business insights using SQL, and Python from various sources, presented using the best data visualization tools.

Skills

Programming	SQL, T-SQL, Python, DAX, MDX
Visualization	Power BI, SSRS, Mobile Report Publisher, Power View, Advanced Excel, Jupyter Notebook
Database	Microsoft SQL Server, JD Edwards, MySQL, IBM Netezza, Oracle
Software's	SSIS, SSAS, Azure Data Factory, JIRA, Team Foundation Server, HP Quality Center

Certifications and Awards

- IBM Data Science Orientation offered through Coursera (2022).
- Machine Learning is authorized by Stanford University and offered through Coursera (2020).
- Cognizant Internal Certifications in Microsoft SQL Server Scripting and SQL Server Data Tools (SSDT).
- Performance Excellence Awards from CTS

Experience

April 2018 - PRESENT

Union Coop Hypermarket, Dubai – *Data Engineer & Analyst*

- Implemented **Data Warehousing System for the organization**, developed a variety of detail & mobile reports by using SSRS, Power BI, and Mobile Report Publisher from different sources like SSAS tabular model, SQL Servers, JD Edwards, Excel, and Flat files.
- **Responsible for BI solutions end-to-end process.** Involving in discussions with Business Stakeholders for gathering requirements, working with source system for data transformation to find insights, and presenting in visualization form which helped the decision-makers with strategic planning.
- Expertise in **developing ETL packages using SSIS** by applying business logic and transformations. and good experience in transferring/migrating data between different servers using export/import methods and different domains through all transfer mediums like FTP, and SFTP.
- Experience in **SSAS Tabular model development** with multiple facts & dimension tables and creating measures by using **DAX**. Knowledge in applying row-level security and querying model by using **MDX**.
- Well experience in converting any form of data into valuable insight, present in any visualization format by using analytical tools like **Power BI, SSRS, and Mobile Report Publisher**.

- Good knowledge of **Data Warehouse design & concepts**, Various database objects like Procedures, Functions, Triggers, Table, View, Constraints, Rule, Synonym, and Cursors. Clusters.
- Integrated custom visuals based on business requirements using Power BI desktop and managed access of reports & data for individual users using roles. Implemented **Power BI gateway** from different sources to the analytics in cloud services.
- Experience in scheduling and managing jobs in **SQL Server Agent Jobs**.
- Handling **millions of records Daily/Monthly basis**, **Billions of records considered over the history**. Achieved Company's long-term goal to find **Front and Back Margins by Applying Strategic Business Logic** at each **product level as income/revenue**.
- Going through **current market trend and find new technology/methodology/Tools** which helps Organization growth.
- Having hands-on experience in **Azure Data Factory and SQL database for POCs**.
- Having hands-on experience to build below retail use cases by **machine learning algorithms & statistics using python language**.
 - Demand forecasting and warehouse auto ordering
 - Customer Segmentation and Churn Prediction
 - Sales Prediction and budget forecast
 - Customer Recommendation, Personalization
 - Market Basket Analysis

August 2017 - April 2018

Infotouch Integrated Technologies, Dubai. – BI Developer

- Joined as BI Consultant and worked on data projects including developing Enterprise Data Warehouse system, migration, integration, and reporting. **(Tools/Lang used SSIS, SSAS, SSRS, Power BI, SQL Server)**.

January 2012 - July 2017

Cognizant Technology Solutions, Chennai. – Associate

- As service providing company, closely worked with different clients and different domains like insurance, and life sciences.
- **LVGI DEP-DW LDM Implementation:** Provided Enterprise BI Solutions using a strategic LDM implementation on an industry-standard Ibexi Biz-I model. Extracted and Integrated source data from existing ODS (tactical) Source Systems to **LDM (IBEXI Model)** and created an **Enterprise Data Warehouse** that includes facts and dimensional data marts as recommended by Biz-I, LVGI. Delivered structured data mart, developed new reports, dashboards, and mailers, and migrated existing ones. **(Tools/Lang used SQL, TSQL, SSIS, SSAS, SSRS, Power BI, Power View, and SQL Server)**
- **Lilly BRT Phase - 1 & 2:** Business Reporting Tool (BRT) is developed for Eli Lilly's sales representatives in the US region. Developed reports using SSRS with Asp .Net acting as a container for the reports. **The sales data is reported as a summary, detail, and snapshot reports into different modules across different business units.** Business Reporting Tool will provide customer-facing teams with information to better analyze, plan & prepare for interactions, leading to a more tailored & satisfying customer experience. **(Tools/Lang used SQL, TSQL, SSIS, SSRS, IBM Netezza, and SQL Server)**

- **CAT (Call Attainment Tool):** Online CAT is to effectively manage and execute call plans of Sales representatives in the North American region. Developed Call Attainment data mart data, pulled out from various data sources through ETL Process with various validation. Was doing a monthly load of Data using SSIS and automated procedures running daily to pull in HCP. (Tools/Lang used SQL, TSQL, SSIS, SSRS, IBM Netezza, and SQL Server)
- **Takeda Vedo:** The project objectives are Business Reports Development. Takeda Vedo Project will provide a definition of the account master and commercial reporting and analytics needed to support the launch of Vedolizumab (Entyvio) and future specialty products. (Tools/Lang used SQL, TSQL, SSRS, and SQL Server)

Interests & Hobbies

Favorite Books: Ponniyin Selvan, Fidel Castro - Simma Soppanam

Interests: Story & Scriptwriting

Education

September 2007 - June 2011

**St. Michael College of Engineering & Technology, Affiliated by Anna University,
Tamil Nadu, India.**

– *Bachelor of Technology in Information Technology* – 74 % – “A” Grade.