SYED IKRAM ALI

Senior Business Intelligence Analyst | Power BI Developer | BI Solutions Architect

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Iqama: Transferable | Notice Period: 15 Days | Arabic: Conversational | English: Fluent

PROFESSIONAL SUMMARY

Business Intelligence Analyst and Power BI Developer with 10 years of experience in enterprise BI, data warehousing, and financial analytics across government, non-profit, retail, pharmaceutical, and telecom sectors. Strong in Power BI, DAX, Power Query, SQL, ETL/ELT, and semantic modelling, with experience using Power BI Report Server, on-premises data gateways, and Denodo as a Power BI data source. Delivers integrated reporting across ERP, CRM, and API sources, with row-level security and data quality controls aligned to NDMO standards and PDPL requirements. Riyadh-based, with enterprise delivery supporting UK, US, and GCC operations.

CORE TECHNICAL SKILLS

Business Intelligence & Visualization: Power BI (**DAX**, Power Query, Semantic Models, RLS, Paginated Reports), **Power BI Report Server**, On-Premises **Data Gateways**, Tableau, Excel (**Advanced**, Power Pivot)

Data Engineering & Warehousing: SQL (T-SQL, PL/SQL), Microsoft **Fabric**, Azure **Data Factory,** Azure Synapse, Databricks, **SSAS** Tabular, SSIS, **ETL/ELT** Pipelines, Data **Warehousing**, Star Schema, Dimensional Modelling

Programming & Automation: Python (**Pandas**, NumPy), **Power Apps**, **Power Automate**, SharePoint, Microsoft Lists, Microsoft Copilot, REST **API** Integration, **Denodo** Connectivity for Power BI

Enterprise Systems: **SAP**, Oracle **ERP**, Salesforce **CRM**, Microsoft Dynamics GP, Microsoft Project

Financial & Business Analytics: **FP&A**, Budgeting & Forecasting, Budget vs Actual, Variance Analysis, Cost Optimisation, KPI Scorecards, SLA Frameworks, IFRS / **GAAP-Aligned Reporting**, Profitability Analysis

Data Governance & Delivery: NDMO Data Management Standards, **PDPL Compliance**, Data Quality & Master Data Management, KPI Definition & Certification, Requirements Gathering, **C-Level** Stakeholder **Management**, **BI Adoption** & User Enablement, Agile Delivery

PROFESSIONAL EXPERIENCE

Senior Business Intelligence Analyst — Sep 2025 – Present

Remat Al-Riyadh Development Company (Government Entity) • Riyadh, Saudi Arabia

- Design and deliver 30+ executive Power BI dashboards across Finance, HR, and Operations, supporting C-level decision-making across 10+ departments within a Riyadh municipality-affiliated government entity.
- Integrated SAP, Oracle, Salesforce, SharePoint, and REST API data into governed reporting datasets, replacing manual Excel consolidation and automating refreshes eight times daily.
- Automated workforce analytics covering attendance, leave, and compliance reporting, saving 20+ weekly staff-hours and lifting data accuracy to 35% above baseline.
- Implemented row-level security, data masking, and access governance aligned to NDMO data management standards and PDPL requirements across records for 1,000+ employees.
- Standardised 40+ enterprise KPI definitions spanning SLA, turnover, tenure, L&D, and budget-vs-actual reporting, establishing a certified single source of truth for the executive committee.
- Migrated 60+ legacy reports to governed Power BI semantic models, reducing refresh failures by 90% and improving consistency across departmental reporting.

Analytics Manager & Power BI Solutions Architect — May 2022 – Sep 2025

The Citizens Foundation (International Non-Profit) • UK, US & GCC Operations

- Built an SSAS tabular semantic model for Power BI and Power Automate, improving data accessibility by 70% across 10+ international regions.
- Integrated four CRM systems and multiple cloud data sources into a unified Power BI reporting layer, saving 36+ hours of manual consolidation each month.
- Developed financial and donor-performance dashboards using advanced DAX and cube measures, tracking performance against a $50M annual operating budget across 10+ regions.

- Led and mentored a distributed analytics team of 6; trained 70+ business users on Power BI, growing self-service adoption 40% and trimming ad-hoc report requests 25%.
- Established KPI governance, data quality rules, and report certification standards across 10+ regional offices, reducing reporting disputes and rework by 30%.

Manager, Planning & Analytics
Aug 2021 – May 2022

BachaaParty (E-Commerce & Retail) • Karachi, Pakistan

- Built 12+ sales, inventory, and operational performance dashboards giving 20+ category managers daily visibility into stock position and margin performance.
- Restructured inventory strategy through stock-availability and opportunity-cost analysis, cutting stockouts 20% and lifting return on inventory investment 12%.
- Produced demand and margin analysis that informed assortment realignment across core product categories, driving an 18% increase in ROI within 90 days.
- Resolved reporting and performance issues 25% faster through consolidated dashboard analytics and automated exception alerting.

Manager, Financial Analysis
Jul 2019 – Jul 2021

RES Pharmaceuticals • Karachi, Pakistan

- Developed forecasting, variance analysis, and departmental budgeting reports that sharpened forecast accuracy 20% across business units.
- Automated P&L reporting in Power BI, saving 8+ hours of manual preparation per reporting cycle.
- Prepared IFRS-aligned compliance reporting in partnership with Internal Audit, closing revenue-recognition control gaps and shrinking potential penalty exposure 40%.
- Managed departmental budgets and resource allocation, realising over PKR 1M in documented cost savings.

Manager, Financial Reporting
Jan 2018 – Jul 2019

Mobilelink USA (AT&T Authorised Retailer) • United States

- Directed a 35-person financial reporting function covering 900+ retail locations across the United States.
- Validated AT&T commission calculations to 98% accuracy, protecting revenue recognition across a 900-location retail network.
- Created a standardised expected-revenue reporting model achieving 85% forecast accuracy, adopted as the organisational basis for financial planning.
- Reduced month-end close reporting turnaround by 3 days by standardising reporting procedures across all US regional operations.

Business Analyst
Sep 2016 – Jan 2018

RES Pharmaceuticals • Karachi, Pakistan

- Implemented Microsoft Dynamics GP configuration and reporting development across finance and procurement, raising system processing efficiency 20%.
- Analysed customer and sales data to build financial impact reports and purchase-trend models that strengthened demand planning precision 20%.
- Documented business requirements, process flows, and control points across 8+ compliance-critical workflows, accelerating project delivery 15%.
- Streamlined recurring management reporting in Excel and Dynamics GP, freeing 10+ hours of analyst capacity each month.

CERTIFICATIONS

Microsoft Certified: Power BI Data Analyst Associate (PL-300)	Microsoft
IBM Business Intelligence Professional Certificate	2023
IBM Advanced Data Analytics Professional Certificate	2022
Google – Data-Driven Decision Making & Dashboarding	2022

EDUCATION

Master of Business Administration (MBA), **Business Analytics** — Ilma University, Karachi, Pakistan	2019
Bachelor of Commerce (B.Com) — Dadabhoy Institute of Higher Education, Karachi	2016