



# Muhammad Usama Awan

Data Engineer

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🌐 muhammad-usama-awan    🔗 Portfolio

## Profile

A **Data Engineer** with over 5 years of experience in delivering cutting-edge data solutions that drive business growth and innovation, mostly in the **Ecommerce domain**. An accomplished professional who **builds systems** that collect, manage, and convert **raw data** into **usable information**. Extensive hands-on experience in designing, deploying, and testing **ETL/ELT pipelines** in **Azure Data Factory, Azure Synapse, Data Analysis** using **Power BI, Big Data** processing using **Azure Databricks, SQL-based** solutions, and **Data Warehouse**.

## Professional Experience

**Consultant - Data Analytics** 10/2023 – present  
*Systems Limited* [🔗](#) Lahore, Pakistan

I currently work as a Data Engineer and the following are my job responsibilities.

- **ETL/ ELT** using **Azure Synapse**.
- **Ad Hoc** Reporting for **Customer Insights** and Marketing Team.
- Manages Purchase History Tables of Customers for **Marketing Campaigns**.
- Developed 2 Power BI dashboards for CRM Customers (Email List Growth, Account Evolution)

**Data Engineer** 02/2023 – 09/2023  
*the ENTERTAINER* [🔗](#) Lahore, Pakistan

Worked as a Data Engineer and the following were my job responsibilities.

- **Ad Hoc Reporting**
- **Data Analysis** in **Azure Databricks** using **PySpark**.
- **ETL/ ELT** using **Azure Data Factory**.
- Manages **Data warehouse** and **Reconcile** Sale and Purchase Orders.
- Created two near real-time dashboards for sales and redemptions.
- **Collaborate** with **stakeholders** to identify requirements and recommend data solutions to meet business needs.

**Software Engineer** 04/2021 – 02/2023  
*Rubik's Technologies* [🔗](#) Lahore, Pakistan

Worked as a data engineer who mainly focused on providing solutions using **Microsoft Azure Services** to improve the performance and value of the solutions.




- Design, Develop, and monitor **ETL/ ELT Pipelines** using **Azure Data Factory**.
- **Collaborate** with **UK/US clients** to identify requirements and provide data solutions.
- Integration of **Business Central** to **Third-Party Services**, including **Azure Data Factory, Azure Key Vault, Azure Storage, Azure Logic App, Azure AD Authentication, SQL Server Management Studio, SFTP**
- Create **reports** and **dashboards** using **PowerBI**.
- **API/Web** Service efficient integrations

**Associate Software Engineer** 08/2019 – 07/2020  
*AJ Software Private Limited* [🔗](#) Lahore, Pakistan





- Developed Web Application using Amazon Web Services to implement a solution for Banking **Web Application** in core **Java**. Integrated with Angular Front-end using Web Services.

- Learned Java Concepts
- Implemented Code Refactoring.

## Education

<b>Bachelor in Computer Science</b> <i>Punjab University College Of Information Technology</i> 	2015 – 2019 Lahore, Pakistan
<b>F.Sc Pre Engineering</b> <i>Government College Township</i> 	2013 – 2015 Lahore, Pakistan
<b>Matriculation</b> <i>Workers Welfare Higher Secondary School</i> 	2011 – 2013 Lahore, Pakistan






## Certificates

Microsoft Certified: Azure Data Engineer Associate  •  
 Microsoft Certified: Azure Developer Associate  •  
 Python Foundations for Data Analysis & Business  
 Intelligence  •  
 Data Warehousing with Microsoft Azure Synapse Analytics  


## Skills

Microsoft Azure • ETL • Azure Synapse Analytics •  
 Azure Data Factory • Datawarehouse •  
 Azure Databricks • PySpark • Python •  
 SQL Azure • Microsoft Power BI •  
 Azure Data Lake • Azure Storage •  
 Azure Key Vault • Spark SQL

## Projects

<b>Customer Insights Marketing Campaigns (ETL)</b> 	11/2023 – 06/2024
Developed a comprehensive ETL solution in Azure Synapse to centralize and manage sales and purchase order data from D365 F&O. The project involved creating ad hoc reporting tools for the Customer Insights and Marketing team, enhancing data accessibility, accuracy, and decision-making through streamlined data integration and tailored reporting.	
<b>Data Exchange Project (ETL)</b> 	06/2021 – 11/2022
Data Exchange Interface implemented using Azure technologies to manage incoming shipments, sales, and purchase orders from multiple WooCommerce websites, integrated with Business Central and handling different regional flows.	
<b>Data warehouse for Reporting (ETL)</b> 	10/2021 – 12/2021
Developed an Azure-based data warehouse to integrate Business Central data into Azure SQL Database. Enabled dynamic Power BI reporting with incremental and reloading data strategies, implementing Star Schema and SCD Type 2 for improved reporting capabilities.	
<b>Formula 1 Project (Big Data Solution - Personal)</b> 	
Developed an end-to-end Formula 1 project on Azure Databricks, PySpark, and Spark SQL. Included data ingestion, transformation, reporting, analysis, and scheduling. Utilized DeltaLake storage, visualizations, dashboard creation, and Azure Data Factory integration.	
<b>Real-Time Sales (BI)</b> 	08/2023 – 09/2023
This project involves the creation of a Real-Time Sales Dashboard using Power BI, designed to monitor and analyze daily sales performance. The dashboard provides insights into budget achievement, sales growth, and comparative sales data across different time periods and regions.	

This project involved creating an interactive dashboard focused on monitoring the growth of an email subscriber list over time. The dashboard tracks the number of new subscribers, unsubscribes, and net list growth, offering a comparative analysis between different reporting periods. Key indicators such as net list growth rate and percentage changes are calculated to help identify trends and assess the effectiveness of email campaigns.

**For other Projects kindly visit the Portfolio** [↗](#)

 **Interests**

Watch and play Cricket | Create Videos For Youtube |  
Create Posts For Fb Page | Read Books

 **Languages**

English | Punjabi | Urdu