



Muhammad Usama Awan

Data Engineer

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Profile

Data Engineer with 6+ years of experience in delivering robust, scalable data solutions, primarily in the e-commerce domain. Specializes in building end-to-end **ETL/ELT pipelines** using **Microsoft Fabric**, **Azure Data Factory**, and **Synapse Analytics**. Adept in big data processing with **Azure Databricks (PySpark)**, developing **SQL-based** solutions, and designing **data warehouse** architectures. Proficient in visual analytics using **Power BI** to drive data-informed decision-making.

Work Experience

Consultant - Data Analytics

10/2023 – present

Systems Limited

Lahore, Pakistan

- Built **CRM dashboards** in **Power BI** (Email Growth, Account Evolution, Marketing Activities) used by 20+ marketing stakeholders.
- Reduced **data refresh time by 40%** by optimizing **Microsoft Fabric pipelines**.
- Managed 10M+ customer records to create targeted marketing segments.
- Delivered ad hoc insights that improved **email open rates by 12%**.

Data Engineer

02/2023 – 09/2023

the ENTERTAINER

Lahore, Pakistan

- Developed **ETL pipelines** with **Azure Data Factory** for 30+ data sources across sales/redemption.
- Built **near real-time dashboards** in **Power BI**, cutting reporting time by 70%.
- Used **PySpark** in **Databricks** to process 20M+ records monthly.
- Led order reconciliation that uncovered \$100K in **sales discrepancies**.

Software Engineer

04/2021 – 02/2023

Rubik's Technologies

Lahore, Pakistan

- Automated **ETL workflows** with **Azure Data Factory** for **Business Central** integrations.
- Created **Power BI dashboards** that replaced manual reports, saving 20+ hours/month.
- Implemented **secure workflows** using **Azure Key Vault** and **Logic Apps**.

Associate Software Engineer

08/2019 – 07/2020

AJ Software Private Limited

Lahore, Pakistan

- Built **web applications** for banking sector using **Java** and **AWS**.
- Integrated **Angular front end** with **RESTful backend APIs**.
- Refactored **legacy code** for modular design and improved performance.

Education

Bachelor in Computer Science

2015 – 2019

Punjab University College Of Information Technology

Lahore, Pakistan

F.Sc Pre Engineering

2013 – 2015

Government College Township

Lahore, Pakistan

Certificates

Microsoft Certified: Fabric Analytics Engineer Associate

Microsoft Certified: Azure Data Engineer Associate

Understanding Modern Data Architecture

Python Foundations for Data Analysis & Business Intelligence

Microsoft Certified: Azure Developer Associate

Skills

Cloud & Platforms:

Microsoft Azure, Microsoft Fabric

Data Engineering:

Azure Data Factory, Azure Synapse Analytics, Azure Databricks, ETL/ELT, Data Lake, Data Warehouse, Delta Lake, Lakehouse

Programming & Analytics:

Python, PySpark, SQL, Spark SQL, DAX

BI & Reporting:

Power BI

Other Tools:

Azure Key Vault, Azure Storage, Logic Apps, SFTP, Business Central

Projects

Customer Insights Journey Marketing (ETL)

Designed and built a Lakehouse to consolidate Customer Insights data in Microsoft Fabric using shortcuts. Created a Dataflow Gen2 pipeline for ingesting Google Analytics data and developed a semantic model to unify tables for CRM marketing dashboards.

11/2024 – 01/2025

Data Exchange Project (ETL)

Implemented a data exchange interface using Azure to handle shipments, sales, and purchase orders from multiple WooCommerce sites, integrated with Business Central.

06/2021 – 11/2022

Data warehouse for Reporting (ETL)

Built a data warehouse using Azure SQL to ingest Business Central data. Implemented a star schema with SCD Type 2 for Power BI reports, supporting incremental refresh and historical tracking.

10/2021 – 12/2021

Formula 1 Project (Big Data Solution - Personal)

End-to-end project using Azure Databricks, PySpark, Delta Lake, and Azure Data Factory to process and analyze F1 race data. Included ingestion, transformation, dashboarding, and scheduling.

Real-Time Sales (BI)

Created a real-time Power BI dashboard to track sales performance, trends, and goal achievements across time periods and regions.

08/2023 – 09/2023

Email List Growth (BI)

Developed an interactive dashboard to analyze subscriber growth, unsubscribes, and engagement metrics over time.

02/2024 – 05/2024

More projects: Portfolio

Interests

Cricket

YouTube Video Creation

Facebook Page Management

Reading technical blogs

Languages

English — Fluent

Urdu — Native

Punjabi — Native