



Muhammad Usama Awan

Senior Consultant - Data Analytics

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🌐 muhammad-usama-awan 🔗 Portfolio 🗨 WhatsApp

Profile

Senior Consultant - Data Analytics with 7 years of experience in delivering robust, scalable data solutions in multiple domains. 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

- Systems Limited** [🔗](#) 10/2023 – present
Lahore, Pakistan
Senior Consultant - Data Analytics
Consultant - Data Analytics (10/2023 to 04/2026)
- Reduced **data refresh time by 40%** by optimizing Microsoft Fabric pipelines.
 - Built **Power BI CRM dashboards** (Email Growth, Account Evolution, Marketing Activities) used by **20+ stakeholders**.
 - Managed **10M+ customer records** to enable targeted marketing segmentation.
 - **COBOL to SQL migration** for insurance systems, converting legacy logic into STTM and delivering **9 successful data trail migrations** using Alteryx and SAP HANA.
 - Delivered **ad-hoc analytics insights**, improving **email open rates by 12%**.
- the ENTERTAINER** [🔗](#) 02/2023 – 09/2023
Lahore, Pakistan
Data Engineer
- 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**.
- Rubik's Technologies** [🔗](#) 04/2021 – 02/2023
Lahore, Pakistan
Software Engineer
- 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**.
- AJ Software Private Limited** [🔗](#) 08/2019 – 07/2020
Lahore, Pakistan
Associate Software Engineer
- 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

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, Alteryx Designer, Apache Spark, ETL/ELT, Data Lake, Data Warehouse, Delta Lake, Lakehouse

Programming & Analytics: Python, PySpark, SQL, Spark SQL, DAX

BI & Reporting: Power BI, Tableau

Other Tools: Azure Key Vault, Azure Storage, Logic Apps, SFTP, Business Central, Git

Projects

Legacy Insurance Platform Modernization (DE)

06/2025 – 03/2026

COBOL to SQL migration for insurance data processing by converting legacy business logic into STTM, enabling validation and delivery of 9 data trail migrations using Alteryx and SAP HANA, and supporting full testing cycles through UAT to successful production go-live.

Customer Insights Journey Marketing (DE)

11/2024 – 01/2025

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.

Enterprise Order Data Pipeline & Analytics Platform (DE)

03/2023 – 09/2023

Built Azure Databricks (PySpark) pipelines to ingest and transform high-volume order data from live Amazon systems into Azure Data Warehouse, processing thousands of records weekly and monthly. Delivered curated datasets and ensured data quality through cleansing, transformation, and validation for Sales and Marketing reporting.

Data warehouse for Reporting (DE)

10/2021 – 12/2021

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.

Email List Growth (BI)


02/2024 – 05/2024

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

Real-Time Sales (BI)

08/2023 – 09/2023

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

More projects: Portfolio 

Interests

Cricket | YouTube Video Creation |

Facebook Page Management | Reading technical blogs

Languages

English — Fluent | Urdu — Native | Punjabi —

Native