



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**, with hands-on experience integrating CRM platforms including **Salesforce** and **Dynamics 365** (Dataverse). 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

Senior Consultant - Data Analytics

Lahore, Pakistan

- **Led the design** and delivery of a config-driven **Azure Data Factory** framework to migrate **Salesforce CRM data into Dynamics 365 (Dataverse)** across **two production orgs**, enabling automated **BPF workflow tracking** and **Opportunity closure** without manual intervention.
- 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

Data Engineer

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**.

Rubik's Technologies

04/2021 – 02/2023

Software Engineer

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**.

AJ Software Private Limited

08/2019 – 07/2020

Associate Software Engineer

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

Punjab University College Of Information Technology

2015 – 2019
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

Salesforce to Dynamics 365 (Dataverse) Migration

Designed and built a config-driven ADF framework to migrate Salesforce CRM data into Dataverse across two production orgs. Automated BPF stage assignment and Opportunity Won/Lost closure via the Dataverse Web API, with full technical handover documentation.

Legacy Insurance Platform Modernization

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

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

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

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.

More projects: Portfolio

Interests

Cricket | YouTube Video Creation |
Facebook Page Management | Reading technical blogs

Languages

English — C1 (IELTS 7.0) | Urdu — Native | Punjabi
— Native