

# Masood BAI

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London, United Kingdom

Results-oriented Data Analyst and Data Engineer with 5+ years of experience across analytics, reporting, ETL development, cloud data platforms, and dashboard delivery. Proficient in SQL, Python, Power BI, Azure, AWS, and Snowflake, with strong expertise in data pipelines, data modelling, warehousing, performance reporting, and multi-source data integration. Skilled at transforming complex business data into scalable reporting solutions, reliable data workflows, and actionable insights. Authorized to work in the UK.

## AREAS OF EXPERTISE

- Data Analysis
- Data Visualization
- Forecasting
- Business Process Improvement
- Dashboard Development
- Database Management
- Agile Methodologies
- Requirements Gathering
- Quality Assurance
- Project Delivery
- Stakeholder Communication
- Cross Functional Collaboration

## SKILLS & CORE COMPETENCIES

- Advanced proficiency in Power BI, Tableau, and Excel for dashboard development, business intelligence, and stakeholder reporting.
- Proficient in SQL and Python for data analysis, ETL support, automation, and extracting insight from large, multi-source datasets.
- Strong capability in building KPI dashboards, performance reports, and decision-support outputs for business and operational stakeholders.
- Experienced in data modelling, data cleansing, workflow optimisation, and supporting cloud-based reporting and analytics environments.
- Skilled in designing scalable data workflows and improving reporting quality through standardisation, validation, and process improvement.
- Adept at working with technical and non-technical stakeholders to translate business requirements into reliable data and reporting solutions.

## WORK EXPERIENCE

*Citi Bank, UK (Remote)*

*Sep 2023 – Present*

### **Data Analyst**

- Maintain 10+ Power BI dashboards using DAX and Power Query, supporting reporting frameworks, business monitoring, and performance tracking.
- Clean, analyse, and consolidate 50,000+ rows using SQL, Python, and Excel across multiple data sources.
- Standardise 8+ workflows using Microsoft 365 and Azure, improving reporting consistency, version control, and data models.
- Optimise SQL queries and refresh pipelines to support forecasting, operational analysis, and accurate financial reporting.
- Support cloud-based data workflows across Azure services and enterprise reporting environments.
- Contribute to data pipeline and reporting process improvements, strengthening data quality and delivery efficiency.

*Cloud Centric, India*

*Feb 2022 – Aug 2023*

## **Business Data Analyst**

- Analysed 10,000+ time-series records using SQL, Python, and Excel to support forecasting, operational reporting, and business performance tracking.
- Built 6 Power BI dashboards from SQL Server and integrated sources, supporting operational analysis and strategic decision-making.
- Automated reporting through SQL, Power Query, APIs, and ETL workflows, enabling more efficient multi-source data consolidation.
- Worked with AWS services including S3, Glue, and Lambda to support scalable reporting and data processing workflows.
- Created 10+ governance documents in SharePoint, improving data definitions, reporting standards, and version control.
- Supported data modelling, workflow design, and cloud-based reporting delivery across business projects.

## **Zenoti, India**

*Dec 2020 – Jan 2022*

### **Junior Data Analyst**

- Cleaned and benchmarked 5+ datasets using SQL, Python, and Excel, supporting data models and operational analysis.
- Built 8 dashboards in Power BI and Excel using pivot tables and lookups, improving visibility into performance and business metrics.
- Automated Excel reporting with Power Query and ETL steps, improving reporting consistency and forecasting accuracy.
- Supported migration and gap analysis work across legacy and new systems in reporting and warehousing environments.
- Wrote SQL, PL/SQL, and T-SQL queries to support validation, transformation, and reporting requirements.
- Assisted with data modelling, requirements mapping, and process improvement across reporting workflows.

## **EDUCATION**

University of Sunderland, United Kingdom

*Sep 2023 – Sep 2024*

### **MSc in Data Science (Result: 2:1)**

- Dissertation: Fake News Detection using Machine Learning

HKBK College of Engineering / VTU, India

*Aug 2016 – Sep 2020*

### **Bachelor of Engineering in Computer Science**

- Dissertation: Smart Driver Alcohol & Drowsiness Detection System (IoT)

## **PROJECTS**

### [Fake News Detection using Machine Learning](#)

- Built an NLP-based classification model using Python, Scikit-learn, TF-IDF, and lemmatisation. Trained Random Forest, SVM, and Logistic Regression models, achieving 94% accuracy and developing a real-time prediction prototype.

### [Stroke Prediction using Data Science](#)

- Developed a Streamlit app using Python and Logistic Regression for real-time stroke-risk prediction. Cleaned and analysed 5,000+ health records and built a modular interface to improve usability and reduce input errors.

## **TECHNICAL SKILLS**

- Programming Language: Python, SQL, R, PL/SQL, T-SQL, VBA
- BI & Reporting Tools: Power BI, Tableau, Advanced Excel, Pivot Tables, Power Query, DAX, QlikView
- Database Management: MSSQL Server, MySQL, Oracle, PostgreSQL, Teradata, MongoDB, Snowflake, Cassandra, Sybase
- Cloud & Data Engineering: Azure Data Factory, Azure Data Lake, Azure Blob Storage, AWS S3, AWS Glue, Redshift, Databricks, SSIS, ETL Pipelines, Data Warehousing, Data Modelling