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/HasanMaaz

M. MAAZ AKHTAR

BUSINESS ANALYTICS | DATA DRIVEN INSIGHTS

Business Intelligence Consultant with 4 years of experience in the consumer goods (FMCG, CPG) and contingent workforce industry. Have worked in markets across Africa, Asia, the Middle East, and United States to help sales and category teams leverage data by providing insights and recommendations which influence strategic business decisions. Well versed with BI tools and languages such as SQL, Python, Excel, Tableau (PowerBI).

WORK EXPERIENCE

NESTLE USA (NUSA)
Oct '23 – Current

BUSINESS INTELLIGENCE ANALYST – NORTH AMERICA

Part of Nestle's Enable Hub Team, responsible for indirect sales reporting and which include distributors, wholesalers and small key accounts like Dollar General, ALDI etc.

MONUMENT CONSULTING
Nov '22 – Sept '23

BUSINESS ANALYST – NORTH AMERICA

- Analyzed recruitment data, identifying bottlenecks, and providing actionable recommendations to strategic accounts, resulting in a 10% reduction in recruitment cycle time for clients compared to the previous quarter.
- Delivered 30% savings increase over H1 by analyzing worker billing data for 5+ clients pinpointing rate card discrepancies.
- Automated reports using Microsoft Power Automate, Power BI, and SSRS, resulting in a 30-hour weekly time savings per analyst. Timely delivery of reports to stakeholders allowed for enhanced team focus on strategic initiatives.

Key Skills: Data Visualization · Process Automation · Data Strategy Consulting

RECKITT
Feb '22 – Jul '22

BUSINESS ANALYST – DEVELOPING MARKETS (LEVANT, GCC) & SUB-SAHARAN AFRICA

- Deployed a **Go-To-Market sales program** that brought over **$30M in sales uplift** through **targeted actionable insights** using **big data, ML and AI** to the commercial operations teams in Sub-Saharan Africa.
- Lead development of 1st Party **data insights strategy** for Sub-Saharan Africa by digitally gathering neighborhood level **1st party data** of Lysol's non-users across **800k households** which was used to setup an **effective digital marketing strategy**.
- Worked as an internal consultant to **transform the company into a data-driven organization** by onboarding new datasets (Sales, Supply, Financial, Marketing, E-commerce) spanning 20+ systems and onboarding an end-to-end **ETL** tool.
- Created an **inhouse reporting solution** using PowerBI (Tableau) which provided a **360 view of business performance** through **intuitive visualizations** and **actionable insights**. Solution saved 15 hours per week of manual reporting work through automation.

Key Skills: Business Intelligence · Business Strategy Consulting · Program Management

RECKITT
Sept '19 – Jan '22

BUSINESS ANALYST – MIDDLE EAST, NORTH AFRICA & PAKISTAN(MENAP)

- Established **a robust data infrastructure for MENAP markets from scratch** (**Data collection, management, visualization**) **automating** and **providing visibility** on key sales and financial KPIs from **C-level** down to **Operations**.
- Developed an **analytics framework and defined key metrics** for distribution (merchant) teams to **optimize sales effectiveness** which led to sales targets being met within 6 months post deployment of solution.
- **Deployed Sub-distributor business model** using Accenture Newspage (Salesforce) in Egypt, which led to tripling of direct distribution coverage and value share / sales growth at an optimized cost.
- Worked with Nielson to **onboard market-share data** enabling leadership to have visibility on brand, market share and category performance along with competitor analysis across various regions & markets within Africa Middle East.
- Led **migration of data reporting and ETL tool** to an inhouse solution, **decreasing costs** and **time latency** by **50%**.
- Managed **smooth execution of company de-merger** across Pakistan for all **Big Data solutions** as the company segregated into 2 independent Business Units.

Key Skills: Business Intelligence Tools (PowerBI, Tableau, ETL) · Business Process Improvement · Sales Strategy · Storytelling

EDUCATION

UNDERGRADUATE DEGREE
2014 - 2019

BACHELOR'S IN COMPUTER SCIENCE, IBA KARACHI

- Key areas of focus were AI & ML, Database, Big Data/Warehouse Management, Big Data Analytics.
- **Lead IEEE Student Council** of 20+ members and **won 1st position in Pakistan in IEEE Xtreme 24-hour programming** competition.

NANODEGREE
2019

DATA SCIENCE, UDACITY

- Learnt how to build **machine learning models**, run **data pipelines**, **design experiments** & **recommendation engines**, deploy **data applications** and to **communicate effectively** (CRISP-DM).
- Projects can be found at https://maazhasan.com/projects.html