

ASHER JUNAID

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PROFESSIONAL EXPERIENCE

Bazaar Technologies

Sept 2023 – Present

Data Analyst (Operations Team)

Data Analysis:

- Developed and implemented an exponential smoothing forecasting model for vehicle mix, resulting in a **15%** reduction in fleet cost over 3-month period.
- Collaborated closely with Sales and Operation Planning teams to develop and implement a supply-driven forecasting methodology for calculating monthly Stock days across **15** Categories and **9** cities.
- Introduced '**Cost/KM**' and '**Cost/Kg**' to the KPI and OKR metrics and advocated for streamlining transparent cost apparatus across all cities.

Data Extraction Transformation:

- Devised ER(Entity Relationship) Diagrams for calculating success metrics including Cost as a % of NMV, Dispatch to Net, Unutilized vehicles and Golden Deliveries.
- Implemented data cleansing processes for route planning dataset to identify and remove duplicate records, resulting in a average reduction of **100kms/day** in tours.
- Led simulations for Hub and Spoke warehouse model, clustered customer base data set according to each city using geo
- coordinates resulting in consolidated warehouse and fulfillment costs by a quarter.

Data Visualization:

- Automated Digital Payments Report on Google Looker Studio nationally for daily intelligence on the payments collection doubling digital penetration across top **3** cities.
- Developed Daily Dispatch reporting BI dashboards using Tableau, streamlining the tour reporting process by hourly brackets with comprehensive filters on city and warehouse level.

CureMD, Lahore

Sept 2022 – Aug 2023

Associate- Business Process Improvement

- Collaborated with internal subject matter experts to design and document learning material for the Business Analysis Bootcamp including introduction on Agile Methodologies, JIRA, Balsamiq and Figma for **50** candidates.
- Introduced a tooltip feature in Avalon's scheduling screen with optimized CTA and color schemes, resulting in a **15%** increase in user engagement and a 10% reduction in scheduling errors.
- Assisted Business Analysts to developed and logic design of **REGEX** functions with cross-functional teams (Data Lake and RPA) for cleansing vital information in patients' data set leading to **10%** increased conversion rate in sales.

EDUCATION

Ghulam Ishaq Khan Institute, Topi , Swabi

2022

Bachelor of Science Mechanical Engineering, Minor in Supply Chain Management

- Awards: Third Position in Final Year Project(Swab Sampling Robot)
- Represented the institute twice in United Kingdom for Formula Student Engineering Competition

SKILLS & OTHER

Programming: C++, Python, SQL

Tools: Power Automate/PowerApps, PowerBI, Google Looker Studio, Tableau, Apache Superset, Orange Data Mining, Pandas and Numpy

Database Systems: MySQL

Cloud Services: Google Cloud

Forecasting and Statistics: K-Means Clustering, Hierarchical Clustering, Linear Regression, Exponential Smoothing

Certifications: IBM Data Engineering Professional Certification Computer Science, IELTS 7.5 CEFR C1