

# FAICAL MHIJAN

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*Generating actionable insights organization-wide by architecting cutting-edge data analytics, reporting, and visualization solutions.* **Business Intelligence Engineering** ♦ **Advanced Analytics Management** ♦ **Data Visualization & Reporting** ♦ **Data Governance**

- **Business Process Improvement:** Transformed manual business processes at *Cisco* by building and deploying an advanced data architecture; introduced automated ETL, implemented data quality and accuracy checks, and developed a data governance model.
- **Process Automation:** Cut time to track risk remediation status for IT data from hours to minutes at *Cisco* by building an automated dashboard; improved visibility by creating a data health report, including KPIs, and a corresponding algorithm to assess risk levels.
- **Business Analytics:** Reduced hundreds of thousands in global email and direct mail marketing campaign costs at *Google* by suppressing and cleaning big data and mapping it to coupon codes; built a code to conduct email and direct mail address validation.

## PROFESSIONAL EXPERIENCE

**Data/Business Intelligence Analyst, Cisco Systems** 01/2019 – 10/2020

Brought onboard to streamline business processes, improve data integrity and taxonomy, enhance digital asset security, strengthen compliance, and increase data reliability and traceability by automating report generation, introducing innovative analytical tools, and building automated QC systems. Lead solution architecture and direct data governance and processes across the data privacy and protection (DPP)/remediation business unit as the head of data; steer concurrent big data projects in collaboration with various teams. Leverage Tableau and MicroStrategy for data visualizations, data analysis expressions (DAX) for modeling, and power queries for ETL.

- Drove visibility into risk remediation status of IT data for the Safety and Trust Organization (STO) by building and connecting real time, Tableau-based dashboards to Project Insight; created metrics using advanced algorithms; built Oracle database views. Consolidated Excel files and eased data access, security, and management by adopting Box and SharePoint; aligned analytical solutions with end-user requirements; generated executive buy-in for onboarding of Cisco-compliant tools.
- Generated insights on policy and control compliance and streamlined risk tracking across enterprise business organizations by automating remediation and compliance report generation; leveraged SQL scripts and carried out data modeling in Excel.
- Automated accountability metric tracking by mapping data of 140,000 employees to each BU using Access SQL and Oracle queries.
- Improved data flow and reporting by migrating to an advanced version of Project Insight in collaboration with developers.
- Helped hire best-fit analysts by participating in the pre screening process. Trained data analysts on newly introduced tools.
- Enabled real-time business analytics sharing and interactive visualization generation by introducing Looker and MS Power BI.

**Data Analyst – Automation, Google** 08/2017 – 01/2019

Led \$20M annual email and direct email marketing campaigns across EMEA, MENA, Americas, APAC, and the US regions as a data SME for the SMB marketing business unit; allocated budget to each region. Drove process improvement projects by analyzing business processes and creating and updating business requirement documentation; liaised between product managers and technical team members to gather and communicate data needs to the project team. Conducted fuzzy matching and built

conversion codes and data pipelines. Extracted data by creating SQL scripts, tracked processes by creating data-flow diagrams, and built dashboards by using PLX.

- Saved hundreds of thousands in campaign costs by developing SQL scripts to suppress data; eliminated redundant records.
- Built and maintained a centralized Google site encompassing embedded dashboards and campaign performance statuses.
- Consolidated data of un-subscribers from 60 Google sheets by designing a GDPR-compliant, Excel-based database using Dremel.
- Facilitated executive-level, data-driven decision-making regarding campaign continuity by generating insights on individual campaign profitability; collaborated with teams in France, Switzerland, and the UK to produce dashboard-based reports.
- Aided in analyzing feasibility of email marketing, direct mail marketing, and email and direct mail marketing categories by calculating probability of conversion; built metrics to pinpoint non-conversion rate from ~200 million transaction data rows.
- Helped prevent penalization cost by ensuring compliance with the general data protection regulation (GDPR) for the SMB business unit; protected PI and SPI data by developing retention and deletion plans.

#### **Business Intelligence Consultant, MicroStrategy 07/2016 – 07/2017**

Generated buy-in for MicroStrategy by teaching business intelligence and analytics courses to 20+ engineers, product designers, and data scientists; coached on Big Data using MicroStrategy, Advanced Metrics in MicroStrategy, and Administration and Security in MicroStrategy. Delivered online jumpstart programs comprising of various classes to teach web dashboard and report generation.

#### **Technical Support Agent, Oracle 08/2015 – 06/2016**

Debugged issues in Microsystem-generated reports for restaurants and hotels by conducting root cause analyses. Created dashboards encompassing metrics, such as the number of daily transactions and the number of issues resolved; conducted data quality checks.

#### **Customer Support Analyst, Twin-Star International 08/2012 – 08/2015**

Troubleshoot a variety of customer and retailer issues regarding electrical appliances by gathering and analyzing product data; identified recurring issues by creating an Excel-based analytical solution; helped develop guidelines and train staff on client assistance.

Other Experience: **Tutor – Beginner Guide to Business Intelligence**, Udemy 01/2019 – Present

## **EDUCATION**

Bachelor of Applied Science in Information Management, Palm Beach State College 2017

Certifications: Automating Excel 2010 Tasks Using Macros, ManpowerGroup Solutions (2019); Leadership Essentials: Leading Innovation, ManpowerGroup Solutions (2019); MicroStrategy Certified Analyst, MicroStrategy (2017); MicroStrategy Certified Designer, MicroStrategy (2017); Oracle Certified Associate, Oracle (2016); The Data Scientist's Toolbox, Coursera (2016)

LinkedIn Certifications: Learning Data Governance (2020); Business Analyst and Project Manager (2019); Learning GDPR (2019); Design Thinking: Customer Experience (2019); Learning Excel Cluster Analysis (2019)); Strategic Thinking (2019); UX Design: 4 Ideation (2019)

## TECHNICAL SKILLS

**Key Skills:** Big Data Project Management, Data Modeling, Statistical Analysis, Machine Learning, Predictive Analytics, Business Requirements Gathering, Data Content Management, Data Science, Technical Documentation, Stakeholder Relationships, Cross-Functional Collaboration, Team Building, MS Office & Google Suites

**RDBMS:** Oracle 11G, Oracle 12C, SQL Server 2008 & 2012, MS SQL Server 2012, MS Access, PLX Data Viewer

**Analytics Tools:** Advanced Excel, Tableau, MicroStrategy, Google Data Studio, Power Query, SQL Scripts, Power BI, SharePoint

**Languages:** SQL, PL/SQL, C, C++, R, Python 3, Data Analysis Expressions (DAX)