

Syed Mohsin Pasha

A solution-oriented professional with over 6 years of experience in the field of Business / Data Analytics, ETL, Data Visualization, Competitor Analysis and Market Intelligence. In addition, an alumnus of MSc in Business Analytics program from National University of Ireland, Galway adds to my portfolio of diverse learning and live experience with a wide variety of tool and technologies.

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PROFESSIONAL SKILLS

| BI | Workflow | Data Mining | Programming | Cloud Platform | Soft Skills |
|-----------------|---------------------|--------------------------|---------------|-----------------|------------------------|
| <u>Tableau</u> | <u>Tableau Prep</u> | <u>Advanced MS Excel</u> | <u>SQL</u> | <u>AWS</u> | <u>Leadership</u> |
| <u>Qlikview</u> | <u>Alteryx</u> | <u>R Studio</u> | <u>HiveQL</u> | <u>MS Azure</u> | <u>Problem Solving</u> |
| <u>Power BI</u> | | <u>Analytical Solver</u> | <u>C#</u> | | <u>Public Speaking</u> |

WORK EXPERIENCE

Nov-19 to Present **Elanco Innovation and Alliance Center**

Position: Associate Manager

LOS: Commercial Analytics

- Led a diversly skilled team of 5 members and managed all requests received from Head Quarters in US.
- Initiated a new project in the company for developing an advanced Market Intelligence tool with improved data accuracy and automated reports for Competitor Analysis, where my responsibilities were:
 - To work with the Finance Team to get Elanco's data for submission to a third party, which collects sales from all major organizations in the industry and ranks the products by country.
 - To combine sales data from different Affiliates using Tableau Prep and validating data using MS Excel.
 - Supervised building a rank to dollar model using R to generate sales estimates of other organizations.
 - Collaborate with the data engineering team to build data storage using MS Azure Synapse for the data.
 - To work with the Marketing and various species' teams, to generate accurate Species split of Sales for each Product by Country.
 - Automate the process by scheduling jobs in MS Azure Data Factory.
 - Created and automated a Reporting Suit with 5 interactive Tableau Reports for Competitor/Market analysis, which are the most viewed reports at Elanco with Audience from Marketing, Sales, R&D and Affiliate teams across the globe.
- Worked as the Consultant for Canada and Australia Region to developed region specific reports. This resulted in winning many new projects from these regions for our team.

Oct-2018 to Nov-2019 **PwC SDC, India**

Position: Senior Associate

LOS: Advanced Risk and Compliance Analytics

Project: Internal Audit

- Provided Internal Audit Support Services defined by COSO framework to a huge Banking Firm.
- Built data models and visualizations to validate clients Identification, Exclusion and Calculation waterfall on the subjected population counts.
- Performed Data Analytics aided internal audit on client's systems built for SCRA, FinRA and AML regulations.
- Performed ETL and Data manipulation using SAS EG and SQL.
- Conducted daily/Weekly calls with client SPOC and the business responsible for developing the models and strategies for walkthrough on client systems or reporting discrepancies, if any.

Project: Halo for Journal

- Performed Data ETL of client's financial data onto PwC's Data Visualization Solution.
- Experienced in transforming data from various sources/general ledger systems: AS400, SAP, PeopleSoft, J.D. Edwards etc.
- Performing data completeness and data integrity check to maintain/confirm the authenticity and quality of the client data.
- Thorough documentation of the process flow and communicating the same to clients in a timely manner.

May-14 to Aug-17 **Mindtree, India**

Job role: Business Intelligence Analyst

- Experienced in creating Data Visualization and Analytics for BFSI Domain.
- Requirement gathering from Clients and converting the same into technical functional documents.
- Creating complex Sql queries and stored procedures in MySQL.
- Creating Dashboards and Reports using Qlikview as per the business reporting requirement.
- Worked for end-to-end Process Automation towards banking client's service delivery.

EDUCATION

National University of Ireland, Galway

(Sept'2017 - Jun'2018)

MSc. Business Analytics

- Top 10% of class
- Recipient of NUIG Postgraduate Merit Scholarship
- Student Ambassador - National University of Ireland, Galway.
- Coursework includes: • **Database Systems** with MySQL • **Business Applications Programming** with Visual Studio (C#) • **Strategic Management** • **Statistical Techniques for Business Analytics** with IBM SPSS • **Decision Theory & Analysis** • **Advanced Applications Programming** with BlueJ (Java) • **Enterprise Systems** - SCM, ERP, CRM systems and Blockchain Technology • **Information Systems Security & Ethics** • **Applied Customer Analytics** using R programming • **Data Science & Big Data Analytics** • **Business Intelligence with SAP** (Certification)

Score: 1.1 (First Class With Honors)

HKBK College of Engineering, Bangalore, India

(2009-2013)

Bachelor of Engineering (B.E.), Electronics and Communication Engineering

Project: PS2 Keyboard based Dedicated Minicomputer for Wireless Communication.

Overall Score: 68%

St. Joseph's Pre-University College, Bangalore, India

(2007-2009)

Pre-University College (XI & XII grade)

First Class with Honours (12th grade)

Overall Score: 70%

ACADEMIC PROJECTS

Major Project (MSc Business Analytics): Predictive Policing Leveraging Analytical Capabilities

The project was aimed at building dashboards and predictive models that can predict various crimes and victim's profile for given crime in a particular region.

Tools and Techniques: R, MS Excel with XLMiner & Solver, Tableau, Neural Networks, Random Forest, Sampling and Correlation analysis.

Other Project: Analysis and Reporting of an Organisation's Operational Data using SAP BW

Created InfoObjects, InfoCubes, demonstrated ETL process of Organization's operational data in CSV format into SAP BW by creating infoPackage to load into the Data Source and also created DTP to transfer the between various objects using SAP NetWeaver. Designed various queries as per business scenario using BEx Query Designer and analysed them using both MS Excel based and Web based BEx Analyser.

ACTIVITIES AND ACCOMPLISHMENTS

- Recipient of "Standing Ovation" Award at Elanco for creating End to End Automation of the Competitor Intelligence tool.
- Winner of Digital Risk Solution Challenge organized by PwC US.
- Recipient of NUI Galway President's Award for Student Volunteering
- PRO of "Community Impact Award 2018" winning CCAFS Society
- Recipient of Mindtree's A-Team Award
- Successfully coordinated CCAFS's Plastic Free Week Campaign and Climate Congress 2018 at NUI Galway.
- **Clubs:** NUIG Boxing Club, Biker's Club and Mountaineering Club
- **Societies and Volunteering:** CCAFS Society, ComSoc, Friends of MSF and IARSLCE Conference
- Volunteered for recruitment drives in Mindtree to gain insights on recruitment process.
- Involved in sponsorship and marketing activities at college fests and events.
- Captain of High School's Kabaddi team for 2 years.
- Travelling enthusiast. I love exploring new places and meeting new people.
- Utilizing internet for everyday research and learning

LANGUAGES KNOWN

- English
- Hindi
- Kannada

DECLARATION

I here by declare that all the details mentioned above are in accordance with the truth and facts as per my knowledge.