

Mahhin Shahzad

BI Analyst | Power BI • SQL • ETL • Python

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○ Skills ○

Power BI

Power BI Embedded, DAX (Advanced), Star Schema, Data Modeling, Row-Level Security (RLS)

ETL & SQL

SQL (T-SQL), Power Query (M), ETL Automation, Data Warehousing

Tools

Excel (Advanced Macros/Pivot), Python (Basic AI Integration), Git

○ Certifications ○

Google Data Analytics Professional Certificate

March 2024

Coursera / Google

BI Essentials for Finance Analysts

December 2024

Corporate Finance Institute (CFI)

Summary

Innovative BI Analyst with a strong foundation in SQL, Data Modeling, and ETL. Passionate about the digital economy, financial analytics, and building **scalable solutions**. Eager to grow hands-on expertise in Enterprise **Data Warehousing** and BI Governance, delivering reliable **insights** while mastering industry best practices.

Experience

ProForecast

BI Lead

Oct 2025 – Present

- **Infrastructure Optimization:** Consolidated 15+ files into a single **Semantic Model**, cutting memory usage by **60%** and saving ~\$20,000 in hardware costs.
- **Benchmarking Model:** Designed a custom data Model and **Industry based Benchmarking Model** which helped Sales close 2 enterprise deals worth ~\$15,000/year.
- **Governance:** Designed company-wide **Row-Level Security (RLS)** to govern data access for **20+ multi-tenant clients**, ensuring strict data privacy.

<https://proforecast.com/>

ProForecast

BI Developer

Oct 2024 – Oct 2025

- **Database Architecting:** Reverse-engineered and **owned a legacy SQL database** (500+ undocumented tables), standardizing it into a clean **Star Schema** to create the company's first Single Source of Truth for Dashboards
- **Retention Strategy:** Contributed to a **15% increase in client retention** by delivering **5+ client-requested dashboard adaptations** (Cash Flow, Budgeting) that resolved critical reporting blockers.
- **ETL Automation:** Built robust **ETL pipelines** using **SQL & Power Query**, transforming manual financial data extraction into an automated process that saved the finance team **15+ hours/week**.

Astore

Support Analyst

Jan 2023 – May 2024

- **Operational Reporting:** Built an operational dashboard to track 15k+ weekly orders, reducing daily status meetings by **30%** through automated reporting.
- **Supply Chain Analytics:** Optimized inventory tracking using **SQL and Excel**, identifying supply chain bottlenecks that improved logistics efficiency by **15%**.

Education

Projects

Smart Transaction Sorter (FYP)

- **AI-Driven ETL:** Developing a web-based system to parse and categorize raw **NayaPay & JazzCash account statements**
- **Expense Intelligence:** Building a tailored **Expense Analysis BI Dashboard** to automate financial tracking and visualize personal spending trends.

L'AMÔUR Events Dashboard

- **Complex Modeling:** Designed a **Star Schema** operational dashboard with advanced DAX (Time Intelligence, YoY) to replace manual Excel reporting.
- **Impact:** Reduced weekly reporting time by **8+ hours** through automated data refresh and visualization.

[View Dashboard](#)