



# Data Scientist/ BI Technical Team Lead / Microsoft Technology Programmer

Behzad Naderloo

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## Summary

With a strong passion for business intelligence and insight. Transforming raw data into information, insight and knowledge lies at the heart of my career aspirations, and with many years of experience in different industries I am able to combine business data and analytics experience in a truly holistic manner. I have managed data projects throughout all stages of the life-cycle, stretching the boundaries of traditional problem solving, communicating with stakeholders and staying extremely motivated and solution-oriented throughout. After extending my experience and skill set with the biggest IT company in Iran I look forward to additional opportunities to work in fast growing companies to challenge my knowledge and experience.

## Detailed Skills & Expertise

### Hands-on experience with:

**Business Intelligence:** create, maintain and enhance Business Intelligence components (metadata, reports, metrics, dashboards) and manage the overall BI ecosystem

**Data Visualization:** ability to work with Power BI, SSRS

**ETL:** ability to work with SSIS, Power BI dataflow

**Databases:** ability to work with SQL Server, My SQL, MongoDB; constructing/deconstructing complex reports and queries and Data Management

**Business Industry:** experience in supply chain , retail, manufacturing, insurance, Representation of BMW car company, online delivery food

**Business Process:** knowledge of and experience with Marketing, Sales, CRM, Inventory and Warehousing, Procurement, Financials business process

**Programming Languages:** Delphi, Microsoft Web Form C#, ASP Classic, ASP.Net MVC ,ASP.Net Core, Python, SQL

**Marketing Tools:** knowledge and experience in google analytics and google Ads

**Others Tools:** BMW DMS AS400, SystemGroup Software & DB(Rahkaran System) Google Data Studio, Microsoft OLAP, SharePoint, Microsoft Access, Visio, Microsoft Office

### Soft Skills:

**Analytical Skills:** ability to collect, organize, analyze, and disseminate significant amounts of information with attention to detail and accuracy

**Project Skills:** Project Management & Planning, deal with large and complex projects and teams; working collaboratively across business and IT stakeholders to deliver solutions through traditional and agile methods, balance team building and a results-oriented approach

**Problem Solving and Critical Thinking:** deal with ambiguity and organizational agility to evaluate options and make informed and timely decisions

**Communication Skills:** ability to articulate complex concepts diverse audiences, "non-technical" when needed

## Professional Experiences

Data Scientist/Head of Software Unit

Persiakhodro (BMW&MINI)  
, Iran([website](#))

10/2014 - Present

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- Design and development of Website and web application for example : persiakhodro.ir , shop.persiakhodro.ir , bmwland.ir , persiaautosales.ir , persiakhodrorent.ir with ASP.Net MVC and ASP.Net core
  - Creating Data Warehouse, OLAP and ETL (Extract/Transformation/Load) procedures and visualizing it with Power BI
  - Implement data science pipelines and applications with Python
  - Designing and implementing recommendation system based on different algorithms
  - Developing customer churn prediction based on ML algorithms and automated suggestion for customers based on their interest
  - Customer clustering based on ML and statistical modeling effort including building predictive models and generate data products to support customer classification and segmentation
  - Campaign Analysis to increase lead generation and customer retention by A/B test results
  - Developing processes and tools to monitor and analyze model performance and data accuracy

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Programmer Technical Team Lead

Arian Novin Rayaneh,  
Iran([website](#))

03/2009 - 2014

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- Design and development of desktop software for example : Medical centers software(Delphi & SQL Server), Educational centers software(Delphi & SQL Server)
  - Collaborating with many teams from Product, Engineering and Business to produce relevant data solutions that can be used across multiple use cases
  - Interpreting data/metrics/KPIs, analyze results, and provide insights to determine operational impact, trends and opportunities
  - Designing and implementing custom data visualization tool and integrating it with python, Tableau, Power BI
  - Concerning data integrity, monitoring performance and technical issues
  - Evaluating all codes and ensure the quality of all project deliverables
  - Develop and execute where required acceptance test plans to ensure data warehouse structures, associated data and reports accurately meet business requirements
  - Guide, train and mentor junior team members to grow competencies, proficiencies and overall talent within the team

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- Interpreting business needs and stakeholder requests into clearly defined requirements, functional specifications, user stories and value statements
  - Creating test scenarios and developing test plans to be used in testing the business applications

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## Academic Education

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### Bachelor of Computer Engineering Software

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- University of Azad University , Iran([website](#))
- GPA 16 (of 20)
- Selected as third graduated student among others

## Teaching Experiences

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|------------------------------------|------------------------------|
| • Microsoft SQL Server (T-SQL)     | • Datamining with RapidMiner |
| • Microsoft SQL Server (SSIS)      | • HTML ,CSS ,Bootstrap       |
| • Microsoft SQL Server (SSRS)      |                              |
| • Data Warehouse Designing         |                              |
| • Data Visualization with Power BI |                              |

## Languages

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- English: Intermediate to advanced skills