FARRUKH SHAIKH

Data Analytics Manager | Head of BI & Strategy | Digital Transformation Leader

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📍 **Riyadh, Saudi Arabia**

SUMMARY

Data Analytics & Digital Transformation Leader with 15+ years of experience in driving data strategy, executive reporting, and cross-functional digital transformation across Telecom, Oil & Gas, Travel, and Government sectors in Saudi Arabia, UAE, Africa, and Pakistan. Proven track record in managing teams, leading enterprise-wide data platforms, and executing analytics initiatives that deliver $MM+ business value. Skilled in aligning technical innovation with strategic goals, optimizing business processes through automation, and enabling high-impact executive decision-making.

CERTIFICATION

Certified Data Analyst - PL300 (2023 - 2025)
Microsoft - 2023 *Creditional ID:* 98FB9F9551790CA

CDMP - Certified Data Management Professional (2024 - 2027)
DAMA - 2024

Post Graduate Diploma in Data Science & Business Analytics (08/2023 - 03/2024)
University Of Texas at Austin - 2024

Machine Learning (01/2023)
Stanford University

EXPERIENCE

11/2024 - Present

Jazan, Saudi Arabia

Digital Transformation & Data Strategy Lead

JIGPC - Jizan Integrated Gasification and Power Company
- Leading company-wide digital transformation programs through strategic analytics and process automation.
- Delivered a centralized data warehouse and modular data marts with access control and governance.
- Facilitated alignment between business units, IT, and leadership to prioritize data initiatives.
- Oversaw governance frameworks, risk mitigation, and C-level performance dashboards.
- **Technologies**: PostgreSQL, Power BI, SAP, Python, SQL Server, API, Visio.

10/2023 - 10/2024

Riyadh, Saudi Arabia

Manager Data Intelligence

Almosafer
- Improved decision-making efficiency by 15% by developing KPI frameworks and reporting dashboards for executive leadership.
- Collaborated with C-suite and department heads to align analytics with strategic initiatives.
- Drive strategic success by monitoring KPIs and collaborating across departments to deliver actionable insights.
- Ensure full compliance with data protection regulations, while spearheading end-to-end data intelligence projects, from concept to execution, and partnering with IT teams to establish and optimize resilient data pipelines.
- **Tool Kit:** Tableau, SQL, Amazon Athena, Python.

04/2019 - 09/2023

Riyadh, Saudi Arabia

Lead Analyst – Customer Insights & Performance

Mobily
- Managed a cross-functional analytics team delivering insights on network quality and customer behavior.
- Increased data-driven decision-making by 20%, by aligning data strategies with business goals and maintaining BI systems.
- Act as the primary contact for data- related projects and collaborate with cross-functional teams to deliver tailored data solutions.
- Ensuring Data Quality & integrity for more accurate analysis.
- **Tool Kit:** Python, SQL, Excel, VBA, Power Bi.

05/2017 - 03/2019

Lahore, Pakistan

Senior Performance Analyst

Huawei
- Improved SLA compliance by 15% by managing KPI tracking and conducting ad-hoc analysis.
- Successfully executed swap analysis for approximately 2,000 sites, achieving pre- and post-KPI goals.
- **Tool Kit:** Python, VBA, Excel, Microsoft Access.

12/2015 - 12/2016

Kinshasa, Congo (Kinshasa)

Data Analyst

TNSS® Global
- Implemented & benchmarked parametric changes to enhance user perception and network quality.
- Developed risk mitigation strategies and identified opportunities using data-driven insights.
- Designed and optimized data visualizations to simplify complex information, and analyzed statistical data to uncover behavior, preferences, and trends.

EXPERIENCE

05/2010 - 11/2015

UAE & Pakistan

- **Service Delivery Analyst / Data Analyst**

  Etisalat, Ericsson, LCC
  - Successful network swap services for over 3,000 nodes in the UAE, surpassing KPIs and enhancing user perception.
  - Improved campaign success rate by 14% by analyzing network data to identify key contributors for targeted audits.
  - Additionally, gathered field measurements and conducted citywide audits to optimize network design.

KEY ACHIEVEMENTS

Airline Pricing Intelligence: - Airline Competitors

Conducted comprehensive competitor analysis of flight routes, focusing on key factors like total price, parity, markup, and cost. Leveraged BEAT MEET LOSE analysis to drive the development of advanced pricing strategies, securing a competitive market advantage.

Financial Portfolio Analysis

Analyzed financial portfolio of approximately **10 billion SAR**, identifying and addressing gaps across diverse revenue streams. Conducted in-depth trend and seasonality analysis, along with month- over-month (MoM) and quarter-over-quarter (QoQ) variance assessments. Highlighted top-performing and underperforming segments, enabling strategic, data-driven decision-making.

Vendor Management

Business process management from RFB till Vendor Selection including RFP Writing & Technical Evaluation for wireless operator in Pakistan for Network Up-gradation, while considering & planning for future traffic needs & technological advancements. **(16 Million USD Project)**

Customer Experience Enhancement

Led critical business insights to enhance VoLTE penetration across a subscriber base of over 9 million, resulting in a 7% improvement in CSAT scores and network quality indicators.

Speed Boosting & ARPU Improvement

Analyzed raw data from OOKLA Intelligence to create reports and dashboards, driving strategic decisions that improved download speeds and increased ARPU by 0.2%.

EDUCATION

2023 - Present

Australia

- **MS - Data Science**

  Deakin University

2006 - 2010

Pakistan

- **BS - Telecom Engineering**

  FAST - National University of Computer and Emerging Sciences (NUCES)

SKILLS

Data Governance

Data Governance, Data Quality, Data Management, Data Strategy, Data Stewardship

Data Science

Neural Network, Machine Learning, Deep Learning, Predictive Analysis, Forecasting,

Data Analytics

Power BI, Tableau, Python, SQL, Excel, Predictive Analysis, Time Series Forecasting, Anomaly detection, Seasonality Analysis

Business Intelligence

KPI Analysis, Business Intelligence Systems, ETL, EDA, Data Storytelling, KPI/KQI Creation,

Analysis Techniques

Predictive Analysis, KPI Creation, Data Story Telling, Time Series Forecasting, Benchmarking, ETL/EDA

Tools

Amazon Athena, S3 Bucket, DBeaver, PostGre, SQL Server, SQLite, PI Aveva, MapInfo