ARIF RAHMAN

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DATA ENGINEER

Experienced Data Engineer with 9 years in the IT industry, specializing in advanced analytics, and data-driven marketing strategy within the **healthcare** and **mass media** industries. Expertise in designing and implementing robust **ETL/ELT** processes and data pipelines using a variety of tools and technologies following Agile methodologies. Demonstrated ability to deliver successful projects and foster collaborative relationships with stakeholders.

ETL/ELT • Continuous Integration/Continuous Development (CI/CD) • Business Intelligence (BI)
Data Modeling • Data Governance • Data Visualization • Data Warehousing • Agile Methodologies

Languages: SQL, Python, PySpark, Java, DAX, Power Query
Web: HTML5, CSS
Frameworks: NodeJS, Spring Boot, Spark
Library: Pandas, Numpy, Beautifulsoup4, Requests, PySpark, React
Databases: MS SQL, PostgreSQL, Teradata, Snowflake
Design Patterns: Strategy, Observer, Decorator, Command
SDLC: Agile, Waterfall, Kanban
Tools: Azure (Data Factory, Synapse Analytics, Logic Apps), AWS (Redshift, Lambda, Glue), Power BI, Qlik Sense, Tableau, Dataiku, DBT, Databricks, SSIS, SSAS, SSRS, Spark, Airflow, Kafka
Platforms: Windows, MacOS

PROFESSIONAL EXPERIENCE

*CAREER NOTE: Completed on-campus studies and currently taking distance education courses to complete a **Master's Degree in Computer Science** (Available for full-time, W-2 employment).*

IQVIA, Dhaka, Bangladesh • 10/2021 – 10/2023
Global Health Tech and Clinical Research Leader.

Lead Data Engineer
Data Engineering

- Integrated 20+ ETL pipelines using Azure **ADLS**, **Databricks** and **Kafka** with **PySpark**, optimizing query performance and creating interactive **Power BI/DAX** reports. Improved operational efficiency by 20% for processing **~1 TB** of data per day.
- Orchestrated the development of 14 omni-channel analytical products for pharma client to design **ETL** using **Dataiku**, **DBT**, **SQL**, **Python**, and Bitbucket for **CI/CD** processes. Effectively handled data lakes on **AWS S3** and **Redshift** to support large-scale data operations.
- Developed and implemented monitoring systems using **SQL** and **Python**, creating custom metrics in **Dataiku** that significantly improved data quality and reduced issues by 20%.
- Led the design and development of a SaaS platform for pharma clients, automating data pipelines and integrating APIs with Python, Java, SQL, and Snowflake, enhancing sales team performance by 15%.
- Streamlined and optimized data pipelines using **Azure Data Factory** and **Snowflake**, integrating data from on-premises systems, improving user scalability, and operational efficiency.

Technologies Used: Azure, Snowflake, Redshift, Dataiku, Databricks, Kafka, SQL, Python, PySpark, Power BI.

CEFALO BANGLADESH, Dhaka, Bangladesh • 02/2020 – 10/2021
Norwegian Software Development Company.

Senior Data Engineer
Data Engineer

- Developed a data mash and automated social media analytics dashboards in **Power BI** for an oil shipping company, by integrating data in **AWS Glue** from Google Analytics, Facebook, Instagram, and LinkedIn. This initiative resulted in an estimated savings of **~$600K** per year in branding budgets.

- Developed Azure data pipeline using **Databricks** and **Synapse Analytics** for reporting solutions, reducing latency and improving decision-making.
- Engineered **Azure**-based data pipelines using **Ariflow** for reports like Subscription KPI, Sales Retention, and Revenue tracking, resulting in a 20% improvement in customer retention strategies.
- Automated **Qlik Sense** reporting for Revenue, Subscription, and Corporate Overview analysis, increasing financial planning accuracy by 25%.
- Collaborated on scalable reporting solutions in **Qlik Sense** for customer acquisition and churn analysis using Azure Synapse, improving customer behavior insights.

Technologies Used: Azure, AWS, Databricks, Airflow, Qlik Sense, Power BI, SQL, Python.

IQVIA, Dhaka, Bangladesh • 02/2015 – 02/2020
Global Health Tech and Clinical Research Leader.
Senior Data Engineer
Data Engineering
- Migrated an on-premises **ETL** pipeline to **Azure Data Factory** for a pharma client, integrating data from the Orchestrated Customer Engagement (OCE) in the Salesforce system using **SQL**, reducing data processing time from 9 hours to 1.5 hours and saving the client **~$155K** annually by enhancing performance.
- Designed tabular data model with **RLS** in **SSAS** for **Power BI** CRM reporting, integrating data from **Salesforce CRM** and orchestrating a data pipeline in MS SQL Server, supporting 7 different comprehensive report development.
- Created a comprehensive sales dashboard with 10 years history in **QlikView** with 3-tier architecture and **Teradata** for multiple Europe region, improving sales performance tracking by 20%.
- Collaborated on the Pricing and Contract Analytics project, which earned the 2017 CEO Team Award at IQVIA.
- Automated **80%** of Pricing Insight processes using **SSIS**, **SSRS**, and **SQL**, improving data quality and generating monthly reports, while managing data production across **40** European countries for **10+** clients.
- Delivered SSAS cubes weekly and monthly, processing data in **MS SQL Server** using **SQL**, **Python**, and **R** to calculate pharmaceutical prices and sales.

Technologies Used: Python, SQL, R, Power BI, QlikView, Qlik Sense, SSAS, SSIS, SSRS, SSMS, Azure Data Factory and blob storage.

BCAS, Dhaka, Bangladesh • 11/2013 – 01/2015
Global Climate Research Organization.
Data Analyst
Research (Statistician)
- Played a pivotal role in identifying research topics and crafting proposals that secured two major projects, driving research initiatives forward and delivering impactful scientific insights for stakeholders.
- Leveraged data analysis tools like **R**, **SPSS**, **Excel**, and **MS Access** to process and analyze complex datasets, providing actionable insights that shaped project strategies and facilitated successful donor reporting.

ACADEMIC PROJECTS

Maharishi International University (2024) News Portal: The project involved building a comprehensive news portal featuring a front news page, news details page, news writing page, and an admin panel for monitoring statistics and article approval or rejection. Responsibilities included designing the front page and news details page, as well as integrating back-end data. Utilized Material UI for the user interface, along with Node.js and Next.js for development, and PostgreSQL for database management. The project aimed to create an intuitive and efficient platform for news publication and management. Utilized Node JS, next JS, PostgreSQL, Prisma

Maharishi International University (2024) Banking System: The project focused on developing a comprehensive Banking System with various types of accounts and credit cards. It included functionalities for withdrawal, deposit, and adding interest for each account type. The primary task was to implement design patterns to enhance the system's structure and maintainability. Key design patterns implemented included strategy, command, factory, and observer. Responsibilities involved applying these patterns to ensure efficient and scalable system architecture. Utilized Java

Maharishi International University (2024) E-Commerce Website: This project involved the development of a robust e-commerce platform as part of the Web Advanced Architecture course. Focused on the backend, the system was built using the Spring Boot framework. The website featured three distinct user roles-admin, seller, and buyer-each with unique permissions to facilitate various e-commerce operations. Key responsibilities included implementing comprehensive security measures for these roles, developing an email notification service for order placement and related activities, and ensuring robust form validation for email and password fields. This project aimed to create a secure and efficient online shopping environment. Utilized spring boot, java, PostgreSQL

EDUCATION

Master of Science in Computer Science
(In progress via distance education; expected completion 06/2026)
Maharishi International University, Fairfield, Iowa
Key Courses: Software development, Web development

Master of Science in Applied Statistics
University of Dhaka, Dhaka, Bangladesh (12/2013)
Key Courses: Survival Analysis, Multivariate Analysis

Bachelor of Science in Applied Statistics
University of Dhaka, Dhaka, Bangladesh (12/2012)