

Asad Rauf

EXPERIENCE

Foodpanda (Delivery Hero), Pakistan – *Data Engineer*

April 2022 – PRESENT

- Managing Data migrations for Pakistan.
- Leading the Pakistan Data Infrastructure.
- Leading Query Optimization on Bigquery for Pakistan project.
- Ensuring good code practices and documentation.

Foodpanda (Delivery Hero), Pakistan – *Data Analyst (Commercial)*

January 2021 – April 2022

- Catering to Ad Hoc data requests of the Sales team.
- Creating Self Service Analytics dashboards in Tableau.
- Leading data and automation projects to derive insights and optimize processes.
- Improving KPIs such as revenue per order and basket size using various techniques such as market basket analysis

Beaconhouse Group, Pakistan – *SENIOR OFFICER R&D*

February 2019 – January 2020

- Maximizing the value of academic data through execution of exploratory data analysis.
- Automated various reports such as O and A Level results saving hundreds of hours of manual work.
- Analyze student performance to help students choose better subjects in A Levels.

Beaconhouse Group, Pakistan – *REGIONAL OFFICER EXAMINATION*

January 2017 – January 2019

- Overseeing Examination Operations for 38 school branches in the central region.
- Introduced the current trends in data analysis, leading various analysis and reporting projects.
- Introducing Power BI in the team and delivering dashboards hence breaking into Data Analysis.
- Helped IT department in developing an Academic Reporting Software that delivered real-time analysis leveraging the database available
- Coordinating with CAIE to collect exam and result data for the students

EDUCATION

Lahore University of Management Sciences, Pakistan –

BSc. Honors (Economics and Politics – Joint Major)

September 2011 – June 2015

SKILLS

Python, SQL, Tableau, Git, Bigquery, Airflow, DBT, People Management