

Sakhawat Ali

Sr. BI & Data Analytics Consultant | Marketing Data Analytics | Data Engineering

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Summary

Sr. BI & Data Analytics Consultant with 10+ years of experience delivering end-to-end business intelligence, data engineering, analytics, automation, forecasting, and CRM/marketing analytics solutions. Cross-functional partner to Marketing, Finance, Operations, Contact Center, and clinical teams, translating complex data into measurable business outcomes. Experienced in Salesforce CRM & Marketing Cloud, SQL/Python, Azure, Tableau, Power BI, MicroStrategy, statistical analysis, campaign attribution, and executive KPI reporting.

Core Skills & Technologies

BI & Visualization: Tableau, Power BI, Sisense, Looker Studio, Executive & Commercial Reporting, KPI Frameworks

Data & SQL: T-SQL, MySQL, PostgreSQL, DAX, Python, R, Data Modeling, Star Schema, Data Quality

Data Engineering: SSIS, Azure SQL, Azure Data Factory, Apache Spark, ETL/Pipeline Design, Data Warehousing

Marketing Analytics: Campaign Performance, Media Spend, Forecasting, Funnel Analytics, Segmentation, GA4, GTM

Salesforce: Salesforce CRM/Lightning, Lead Routing & Conversion Automation, Marketing Cloud, SQL Data Extensions

Cloud & Automation: Azure, AWS, BigQuery, GitHub, Alteryx, Power Automate, Cloud Migration (Azure/AWS)

Advanced Analytics: Statistical Analysis, Forecasting, Audience Segmentation, Clinical Data Analysis

Leadership: Stakeholder Management, Cross-functional Consulting, Team Building, Mentorship, Project Leadership

Experience

Arthritis Knee Pain Centers – USA (Remote)

Sr. BI and Data Analytics Consultant Feb'23 - Present

- Own end-to-end BI, analytics, reporting, and automation initiatives across Marketing, Finance, Operations, Contact Center, Salesforce, and clinical research.
- Build Campaign Cost, Campaign Performance, Lead Funnel, Conversion, and KPI dashboards across campaigns, channels, DMAs, TV stations, and lead sources.
- Produce monthly, quarterly, and annual advertising spend forecasts and projections; since joining AKPC, assigned annual ad-spend targets have been consistently met without over- or underspending.
- Built a 17-location ad-spend vs. collections year-over-year dashboard; the 2026 outlook collects ~\$0.83M more (+1.3%) on ~\$212K (2.3%) less spend, lifting collections per ad dollar from \$6.87 to \$7.12 (+3.7%) with total spend within 1.2% of target.
- Conduct historical DMA- and station-level media analysis to identify performance patterns and optimize budget allocation; contributed to consistent year-over-year lead growth while reducing advertising spend by ~5% despite rising TV and digital media costs.
- Develop top- and down-funnel analytics linking lead acquisition to appointments, conversions, and downstream outcomes, enabling Marketing and Operations to evaluate campaign effectiveness.
- Delivered 2023–2025 campaign-funnel analytics across ~50,000 weekly campaign records, 14 practices and 14 media markets: cost per new patient fell 25% (\$1,788 to \$1,340) as new patients grew 81% on 36% higher cost, and lead-to-patient conversion rose from 7.8% to 10.3%.
- Identified digital marketing as the most cost-efficient channel (\$881 per new patient in 2025 vs. \$1,126 in 2023) and flagged under-performing market/media combinations for budget review.
- Design and maintain Salesforce CRM lead routing, lifecycle, and conversion automation architecture; manage campaigns, leads, calls, opportunities, historical data, and business rules.
- Manage Salesforce Marketing Cloud email journeys and audience segmentation; created 200+ custom SQL Data Extensions using complex business rules for targeted communications.
- Automated advertising-spend reporting for Finance, reducing a recurring process from ~20 hours/week to ~10 minutes/week.

- Automated bank transaction transformation into NetSuite-ready bulk-upload data and helped reduce monthly financial close from ~2 weeks to 5 days.
- Extract, transform, reconcile, and consolidate data from Salesforce, Marketing Cloud, Azure SQL, GA4, Google Sheets, and Excel using SQL and Python; maintain centralized analytical datasets in Azure SQL.
- Support clinical research through statistical analysis, data validation, interpretation, and analytics writing for two clinical studies, including BPC-157/Tβ4 musculoskeletal injury and intra-articular knee needle-placement accuracy.

Kaidee - Thailand

Senior BI and Data Analyst Nov'21 - Jan'23

- Analyzed Google and Facebook marketing data to identify growth metrics and drivers of lead generation.
- Optimized Sisense analytical cubes, reducing cube size by up to 80% and build time by up to 30%.
- Designed and developed ETL flows from OLTP systems to the data warehouse; built cubes and dashboards for internal and external reporting with strong data-quality controls.
- Built a month-end revenue and order forecast from five days of order data, with device-level scenarios; found desktop drives 67% of revenue on 56% of orders and that shipping fees recover only 79% of delivery cost, flagging a logistics-cost opportunity.
- Developed a call-center shift-planning framework using lead qualification analysis, increasing qualification rate by up to 3%.
- Developed a competitor reporting platform for the automotive vertical, contributing to up to 5% growth in featured-listing sales.

CureMD Research & Development - Pakistan

Lead Data Migrations Jan'18 - Nov'21

- Managed implementations for 2–5 provider practices across CureMD PM, EMR, and RCM solutions, translating client requirements into roadmaps, clinical workflows, and training programs.
- Implemented 80+ providers from legacy systems and used BI tools including Power BI, Easy Insight, and Izenda to identify growth opportunities, user pain points, and workflow improvements.
- Conducted EMR and billing audits for 200+ practices and supported client success through data-driven recommendations.
- Used Python & TSQL to extend and maintain CureMD's interoperability Utility, which effectively reduces CCDA data migration time by 2 to 6 weeks.
- Supervised development of QA automation system for client data migration which reduced migration errors by 87.21%.

Education and Certifications

Microsoft Certified Data Analyst Associate	Lahore, Pakistan Feb – 2021
Microsoft Certified Trainer	Lahore, Pakistan Nov – 2020
Microsoft Certified Solution Associate: SQL 2016 Database Development - Certified	Lahore, Pakistan Oct – 2020
<i>Certified: Azure Fundamentals</i>	Lahore, Pakistan Oct - 2020
Exam 762: Developing SQL Databases	Lahore, Pakistan Oct - 2020
Exam 761: Querying Data with Transact-SQL	Lahore, Pakistan Oct - 2020
Board of Intermediate and Secondary Education FSC Pre- Med	Lahore, Pakistan 2008 - 2010