Aizad Shafeez

Target roles · BI Manager / Analytics Lead

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Summary

BI and analytics specialist who leads cross-functional delivery from metric definition and data modelling through release and adoption. Led the iCarAsia shared data model project at Carsome and designed Power BI reporting for Electrolux across 10+ countries. Launched a solo product and tracked adoption.

Skills

Cross-functional delivery, stakeholder management, workforce analytics, KPI definition, reporting governance, semantic modelling, Power BI, SQL, Tableau, user acceptance testing

Experience

People Reporting & Analytics Specialist, Electrolux · Jan 2024 - Present

- Built Power BI reporting on Workday and ServiceNow data for headcount, turnover, diversity, rewards and service governance across 10+ countries. Automation reduced reporting turnaround by 30%.
- Designed the Commercial EMEA headcount and cost model. Used a fixed exchange rate within each year so business partners could compare monthly workforce costs.

Business Intelligence Analyst, Carsome · Nov 2021 - Nov 2023

- Built 13 dashboards for Carsome Capital, from semantic models and Tableau reports through QA, user acceptance testing, release and support.
- Led the cross-team iCarAsia data model project. Built shared reporting tables in Redshift and shipped changes through GitLab peer review. Monitored pipelines in Airflow.

Business Analyst, Jirnexu · Jan 2020 - Jun 2020

- Built automated dashboards for lead-to-approval and lead-to-submission rates. Automated recurring reporting in Python for marketing and risk teams.

Data Analyst, TheLorry · May 2017 - Oct 2019

- Worked with the co-founder on business performance. Built a real-time operations dashboard in Holistics and automated 80% of manual reporting.

Mathematics Tutor and Substitute Teacher · Dec 2014 - Dec 2020

Selected Project

mini4izad.com · 2026 - Present

Built and launched a searchable Tamiya kit and parts catalogue in one week using Claude Code, Cloudflare Workers and D1. Instrumented acquisition, feature use and paid conversions.

Education

Masters in Islamic Finance Practice, INCEIF · 2013 - 2014

Bachelor of Mathematics, University of Iowa · 2008 - 2012