

AMMAR ULLAH KHAN

Microsoft Certified Analyst

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🌐 Ammar Ullah Khan

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Experience

Foxtons

Jan 2026 – Present

Business Intelligence Engineer (Outsourced via Creative Chaos)

London, UK (Remote)

- Embedded as a BI Engineer within **Foxtons** — **London's largest real estate company** — reporting directly to the **Head of Business Analytics** and collaborating with senior stakeholders across the organisation's two highest-revenue departments; functioned as a fully integrated member of the internal team, translating complex business requirements into enterprise-grade **Power BI** solutions that shaped data-driven decision making at leadership level.
- Designed and delivered a **12-dashboard Marketing Analytics suite** across Direct Mail, Aggregators, Website, and Marketing Overview sections — tracking **40+ KPIs** including channel conversion rates across Rightmove, Zoopla, and OnTheMarket, Letters per VBO, and Paid Search vs Organic performance across **7 divisions**; replaced fragmented manual reporting and improved cross-channel marketing visibility by **~35%**, enabling faster, evidence-based budget and campaign decisions.
- Built a **12-dashboard Property Services suite** measuring Move Consultant (MC) productivity across teams, divisions, weeks, and days — tracking outbound call activity, Valuations Booked (VBO), lead quality, and instruction conversion rates with YoY benchmarking; delivered real-time field performance visibility to senior management, contributing to a **~30% improvement** in MC performance monitoring and enabling faster intervention on underperforming teams.
- Engineered **automated SQL pipelines** for scheduled weekly and monthly reports, reducing turnaround by **~80%**; configured **automated Power BI dataset refreshes** for live data across all dashboards; implemented **Row-Level Security (RLS)** to enforce division- and role-based access; and version-controlled all **.pbip files via Azure DevOps** — ensuring secure, auditable, and self-service reporting across multiple organisational tiers without analyst dependency.
- Applied **structured dashboarding frameworks** across all 24 dashboards — each suite organised into **4 sections**, with a dedicated **summary page** and **3 deep-dive analytical pages** per section; enforced consistency in design, narrative flow, and stakeholder usability from executive-level overviews down to granular performance breakdowns.

VentureDive

Aug 2024 – Dec 2025

Business Intelligence Engineer

Karachi, Pakistan

- Set up the complete analytics module for a US-based advertising startup using **Power BI**; worked closely with the client CTO to gather requirements and independently designed dashboards across three key areas: Marketing Performance, Traffic & Conversions, and Profit & Loss (P&L).
- Served as **Lead BI Engineer** for PowerTrack Africa, delivering 3 end-to-end Power BI dashboards by overseeing requirements, data modeling, development, and stakeholder-ready delivery.
- Independently led the end-to-end dashboard development for an Austrian client; delivered **Power BI dashboards** with full **SharePoint integration** and **Microsoft Teams embedding**, enabling seamless in-platform reporting for the client's internal teams.
- Built the complete analytics module for a US-based healthcare startup using **AWS QuickSight**; developed dashboards uncovering key trends in patient flow, revenue by services, doctor rebookings, hospital reputation, and employee performance.
- Delivered 4 end-to-end **Power BI Financial Dashboards for Flow (IKEA)** spanning **AR Aging** and **Unbilled Revenue**, owning requirement gathering, data modeling, dashboard design, and stakeholder presentations end-to-end.
- Independently led the end-to-end enhancement of VentureDive's **CRMC and Finance modules**; delivered Power BI dashboards that **reduced manual CRMC work by 60%**, optimized resource planning, and improved deal closure rates; presented findings directly to **C-level executives**.
- Developed custom **Python and SQL ETL pipelines** to automate data workflows; applied advanced SQL techniques including views, window functions, and aggregate functions to support the broader analytics team.

Zyne Ventures

Jan 2024 – Aug 2024

Data Scientist

Karachi, Pakistan

- Built the company's entire **dashboard suite from scratch**; led end-to-end requirement gathering with business analysts and CEO to align reporting with strategic goals.
- Wrote and maintained custom **Python and SQL ETL pipelines**; streamlined workflows using **Apache Airflow** and managed a **big data migration of ~50 million records**.
- Automated **~70% of repetitive analytical tasks** using Python and SQL at no additional cost, significantly increasing productivity and time efficiency across the entire business analytics team.

EDUCATION

Institute Of Business Administration IBA

MS Computer Science

Present

Karachi, Pakistan

FAST National University Of Computer and Emerging Sciences

BS Computer Science

Aug 2019 – Jun 2023

Karachi, Pakistan

PROJECTS

Financial Health Analysis [↗](#)

Dec 2023

- Built a dynamic Financial Health Analysis Dashboard covering the top 3 NASDAQ companies per industry by market cap; conducted a 4-year analysis of margin, liquidity, and profit metrics. Developed an end-to-end ETL pipeline for data scraping, cleaning, modeling, and database loading, with final delivery via **Power BI**. **Shortlisted for the next round.**

E-Commerce Returns Analysis [↗](#)

Jun 2023

- Analyzed delivery datasets for a leading Pakistani e-commerce startup to identify root causes of returns and quantify their financial and operational impact; proposed ML-based solutions to prevent returns and reduce costs. **Recognized as the sole shortlisted candidate from the entire university.**

TECHNICAL SKILLS

BI & Visualisation: Power BI (DAX, Power Query, RLS, Scheduled Refresh), Tableau, AWS QuickSight, Looker Studio

Microsoft Power Platform: Power Automate, Power Apps, SharePoint, Microsoft Teams Embedding, Microsoft Fabric

Data Engineering & ETL: SQL, Python, Apache Airflow, Apache PySpark, Azure Data Factory, Azure Synapse Analytics

Cloud & Databases: AWS Redshift, Amazon RDS, Azure BLOB Storage, PostgreSQL, MySQL

Other: MLFlow, Scikit-learn, Excel, Git, GitHub, , Data Modelling, Requirement Gathering

Achievements

2X Dean's List of Honors [↗](#)

Sep 2022 – May 2023

FAST-NUCES

IELTS Academic — 8 Bands [↗](#)

ielts.org

CERTIFICATIONS

- Microsoft Certified Power BI Data Analyst (PL-300) — Microsoft
- Supervised Machine Learning: Regression and Classification — DeepLearning.AI
- Certified Data Engineer — Karachi.AI
- End-to-End Machine Learning — DataCamp
- Introduction to Airflow — DataCamp
- Azure Data Engineering — AIN GENX (In Progress)
- Certified Analytics Expert — Karachi.AI