Business Intelligence Manager

Naresh Gunasegaran

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Business Intelligence Manager with over 9 years of experience in leading BI initiatives across multiple industries, including postal services, real estate, and security solutions. Expertise in driving data-driven decision-making, setting up data governance frameworks, and leading digital transformation projects. Proven track record in building BI Centers of Excellence (COE), establishing Single Source of Truth (SSOT) systems, and developing end-to-end BI solutions. Fluent in multiple languages, with a strong technical background in PowerBI, Tableau, and Microsoft Power Platform.

Academic Achievement

- **↓** 2010 2015 → Engineering at ESIEE-Amiens, France (M.Eng)
 - Ecole Supérieure d'Ingénieur Electronique et Electrotechnique d'Amiens
 - Majoring in in Computer Networking and Telecommunications
- $4 \quad 2009 2010 \rightarrow \text{French Equivalent of A levels}$
 - IUT D'Angoulême and CIFOP Chambre de Commerce et d'Industrie d'Angoulême
- ↓ 2008 → Sijil Pelajaran Malaysia
 - Sekolah Menengah Kebangsaan Ringlet (Malaysia)

Work/Project Experience

- ♣ May 2023 Present → Business Intelligence Manager
 - DRB-Hicom Berhad

DRB-Hicom Berhad is one of Malaysia's largest and most diverse conglomerates, with core businesses in Automotive, Aerospace and Defence, Postal, Banking, Services, and Properties. As the Business Intelligence Manager, I lead the BI module for the enterprise and its subsidiaries, delivering actionable insights and driving digital transformation.

My responsibilities include:

• Establishing an Analytics Centre of Excellence (COE): Setting up an Analytics COE for DRB-HICOM and its subsidiaries to foster data-driven decision-making.

• Implementing a Single Source of Truth (SSOT): Developing a unified data framework to ensure consistent and accurate data across the organization.

• Master Data Management (MDM):

Creating a master data management framework to improve data governance and management within the enterprise.

• Customer Data Platform (CDP):

Building a CDP to enhance customer data integration and utilization across subsidiary companies.

In addition to BI dashboard development, my team leads digitalization projects using Microsoft Power Platform tools, helping departments and subsidiaries:

- Digitize manual forms and processes.
- Automate routine tasks with approval workflows.
- Enhance internal operations through digital transformation.

We also provide training on PowerApps and PowerBI, empowering employees to achieve greater digital maturity.

Technologies: PowerBI, Tableau Desktop, Tableau Server, Alteryx Designer, MS SQL Servers, PowerApps, SharePoint, Power Automate.

↓ April 2022 – April 2023 **→ BI Lead**

POS Malaysia Berhad

POS Malaysia is the Malaysian National Courier service. As BI Lead, I managed a team of 4 BI developers, focusing on delivering actionable insights through dashboards to support the Operations team.

My key responsibilities included:

- Overseeing the continuous delivery of BI solutions.
- Managing the BI pipeline and team capacity.
- Creating and optimizing processes within the BI team.
- Driving BI adoption across the organization.
- Managing stakeholder expectations and delivering key insights to support decision-making.

Key Achievements:

- Built a robust BI framework post-enterprise-level changeover.
- Increased BI adoption significantly within Operations.

Technologies: PowerBI, MS SQL Servers, AWS Redshift, Jira, Confluence.

↓ July 2020 – April 2022 → Regional BI Lead

• JLL

JLL is a global professional services firm in real estate and investment management. In this role, I was the primary contact for BI across the region, and took on development responsibilities.

Responsibilities:

- Led BI initiatives and increased BI visibility across regional teams.
- Conducted BI workshops and training to drive adoption.
- Developed and delivered end-to-end BI solutions, including data blending, ETL processes, and dashboard development.

Key Achievements:

- Successfully built and maintained a regional BI pipeline.
- Increased BI adoption significantly within the Region
- Delivered multiple high-impact Tableau dashboards.

Technologies: Tableau Desktop, Alteryx Designer, MS SQL, Jira, Confluence.

↓ March 2019 – Jun 2020 → Data Engineer – Tableau

Sicpa Product Security

SICPA provides global solutions for security and traceability. As the sole data engineer for the Malaysian division, I designed and developed BI components and reports integral to various projects.

Responsibilities:

- Architected BI components for SICPA's traceability solutions.
- Developed custom Tableau reports for clients and internal projects.
- Integrated BI solutions into web applications and set up user-level security.

Key Projects:

- Fuel Testing: Designed data models and built reports for fuel testing.
- SConnect Report: Delivered insights on security stamp scan results.
- QC Test Report: Provided monitoring tools for QC testing timelines.

Technologies: Tableau Desktop, Tableau Server, MS SQL, MySQL, PostgreSQL, Oracle, Jenkins, GIT, Jira, Confluence.

↓ October 2015 – February 2019 → Data Visualization Analyst & Scrum Master

Schlumberger Malaysia

At Schlumberger, I worked on data analysis and visualization projects across multiple functions (Finance, IT, HR, Procurement) and led a team as Scrum Master.

Responsibilities:

- Developed ETL workflows and built BI dashboards using Tableau and PowerBI.
- Reduced manual workload across functions by automating reports.
- Led a team of 6 as Scrum Master, facilitating Agile ceremonies and ensuring smooth sprint delivery.

Key Projects:

- Cash Management: Migrated cash flow monitoring from QlikView to Tableau with enhanced analysis.
- Supplier Management: Provided a unified dashboard for supplier data from multiple sources.
- Team Resource Allocation: Built a dashboard to track developer capacity for sprint planning.

Technologies: Tableau, PowerBI, Alteryx, Jira, Confluence.

↓ January 2015 – July 2015 → Developer Intern

• 5th year engineering internship – IBM Service Center, Lille, France

Contributed to the development of a warehouse management system (WMS). Worked on analysing, developing, and testing new functionalities.

↓ March 2014 – July 2014 → Product Development Assistant

• 4th year engineering internship – Celcom Axiata Berhad, Malaysia

Developed a system for sound recording and geo-localization as part of a product development team. Built a functional prototype using Axure and contributed to a website development project.

SKILLS AND PROFICIENCIES

Programming/IT Skills

Languages \rightarrow Angular 2+, SQL, DAX, Python

Software → Microsoft Office, Keycloak, Jenkins, Git, Sourcetree, Visual Studio Code, Tableau Server, Sharepoint, Confluence,

Visualisation tools \rightarrow Tableau Desktop, PowerBI

ETL tools \rightarrow Alteryx Designer, Tableau Prep, Talend Data Prep

Databases \rightarrow MSSQL, MySQL, Postgres, Oracle

Scrum Software \rightarrow JIRA, Azure DevOps

Work methodology \rightarrow Agile, Scrum

Others \rightarrow Microsoft Power Automate, Microsoft PowerApps, Microsoft Teams

4 Technical Skills summary

Data Analysis, SQL, Data Mapping, Data Quality, Data Preparation, Data Integration, Data Management, Relational databases (RDBMS), Data Design, SharePoint, Tableau, Power Bi, Alteryx

🖊 Language Skills

English (fluent), French (fluent), Malay (fluent), Tamil (fluent)

4 Certification

ITIL® Foundation Certificate in IT Service Management Alteryx Designer Advance Certificate Tableau Desktop Certified Associate