

Hafiz Zain Waheed

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Personal Statement

Senior Data Analyst with 10+ years of combined experience across fintech, operations, supply chain and business leadership. Currently leading cross functional analytics at Payactiv across Consumer Banking & Payments, Cards Operations, Customer Success, Fraud & Risk, Customer Support, Client Support and Activations. Experienced in KPI governance, executive reporting, dashboard ownership, customer and payments analytics, forecasting and automation. Combines strong commercial judgment with hands on analytics, business intelligence, Python and graduate level teaching in Machine Learning and Business Analytics.

Core Competencies & Technical Skills:

- **Analytics & Decision Support:** Advanced Data Analysis, KPI Development, Executive Reporting, Customer Analytics, Operational Analytics, Payments Analytics, Card Analytics, Fraud & Risk Analytics, Forecasting, Trend Analysis, A/B Testing, Statistical Analysis
- **Business Intelligence:** Power BI, Tableau, Looker Studio, Sigma Computing, Data Visualization, KPI Dashboards, DAX, Power Query, Data Modeling
- **Programming & Automation:** Python, SQL, Google Apps Script, Google Sheets Queries, Advanced Excel, ETL, Data Cleaning, Workflow Automation
- **Machine Learning & Statistics:** scikit learn, Predictive Modeling, Regression, Classification, Clustering, Feature Engineering, Model Evaluation, Time Series Analysis
- **Business & Leadership:** Stakeholder Management, Requirements Gathering, Cross Functional Collaboration, Analytics Strategy, Process Improvement, Business Decision Support, Jira, Confluence

Experiences

PayActiv

SENIOR DATA ANALYST II

Jul 2026 – Present

- Own KPI governance and dashboard strategy across Consumer Banking, Card Operations, Customer Success, Payments Analytics, Fraud & Risk and Client Support acting as the primary analytics business partner for 8+ cross-functional.
- Automate recurring analytical and reporting workflows using Google Apps Script, Google Sheets, and Python, reducing manual reporting effort and improving operational data consistency at scale.
- Lead fraud and risk analytics by defining and documenting behavioral anomaly signals, covering transaction timing, user identifiers, and identity-field patterns, supporting proactive fraud detection and risk monitoring frameworks.

SENIOR DATA ANALYST I

Jul 2024 – Jun 2026

- Analyzed customer and user behavior using Sigma Computing and Pendo, delivering actionable insights associated with a 15% improvement in app user engagement.
- Built cross functional dashboards and recurring reporting solutions for approximately 10 business functions using Looker Studio and Google Sheets to strengthen KPI visibility and operational decision making.
- Engineered machine learning driven QA automation that substantially reduced manual review across a process previously requiring significant effort from a 13 person quality assurance function.

Air University

VISITING LECTURER, MACHINE LEARNING AND BUSINESS ANALYTICS

Feb 2026 – Present

- Teach graduate level Machine Learning and Machine Learning for Business Analytics to MS Business Analytics and MS Data Science students using applied business datasets and case studies.
- Design practical modules covering supervised and unsupervised learning, feature engineering, predictive modeling, model evaluation, business analytics, and Python implementation.

MetaSol

DATA COACH

Apr 2024 – Jun 2024

- Led analysis and modeling of 10+ million records of U.S. government medical data and processed 5+ TB of complex datasets using Apache NiFi and SQL, maintaining approximately 99% data flow accuracy.
- Resolved more than 95% of identified data integration issues using Jira and Confluence while coordinating across 5+ departments to maintain delivery timelines.

EasyFresh Tech (PVT) Ltd.

NATIONAL SUPPLY MANAGER

Jul 2022 – Aug 2023

- Supervised remotely and strategically managed team across 10 cities, resulting in a streamlined supply chain.
- Adopted data-driven approaches, leveraging advanced analytics tools such as Python, SQL, and Power BI, to identify market trends across 100+ vendors, resulting in major improvement in procurement strategies.

General Manager for North Region

Aug 2021 – Jun 2022

- Spearheaded operations establishment and growth initiatives as a founding member, driving a remarkable increase in market penetration.
- Guided cross-functional teams through the company's inception, achieving seamless integration of operations across 4 warehouses, resulting in optimized coordination and logistics.

HW Trading Company

Supply Chain Analyst

Jan 2018 – Jul 2021

- Managed end-to-end supply chain functions for, collaborating with stakeholders to ensure timely procurement and seamless logistics across 4 continents.
- Introduced performance metrics, utilizing tools like Tableau, to enhance visibility across 20+ key performance indicators.

Operation Analyst

Sep 2014 – Dec 2018

- Directed operations analysis efforts, optimizing workflows. leading to reduction in costs.
- Facilitated seamless communication between 4 departments, ensuring effective coordination.

Education:

Fast National University

Master of Business Analytics; Major in Machine Learning

International Islamic University Islamabad

Bachelors of Business Administration; Major in Econometrics

Certifications:

- Google Advanced Data Analytics Professional Certificate — Google
- Python for Everybody Specialization — University of Michigan
- Microsoft Power BI & Advanced Data Visualization — Coursera
- SQL: Joins, Subqueries & Database Fundamentals — Simplilearn

Projects:

- **Fraud Detection ML:** Developed a machine learning model for financial fraud detection with emphasis on reducing false positives and improving risk identification.
- **Power BI UI/UX:** Designed a multi page Power BI dashboard for executive business analytics and decision support.
- **Employee Clustering:** Applied clustering techniques to segment employee data and support performance oriented HR analysis.

Entrepreneurial Ventures:

NIG & NIM (PVT) LTD.

Nov 2016 – Jul 2021

- Co-founded and scaled an agricultural supply chain business to a 50-member team and PKR 30M monthly revenue by eliminating intermediaries and connecting farmers directly to markets.
- Led strategic planning, financial oversight, and operations management; successfully navigated the acquisition of NIG & NIM by EasyFresh Tech, expanding the agricultural supply chain footprint.

Marzi.pk

Jan 2017 – Mar 2020

- Founded Pakistan's first instant fruit and vegetable delivery service, launching a consumer mobile app, two retail outlets, and dark store infrastructure with data-driven pricing aligned to government market rates.