



MOHAMMED IMRAN ALAM

Solution Architect

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Work Authorization

United States Citizen - US Passport

Conference Speaker at

Tableau CRM (EA) campfire academies trainer.

Hosts weekly Tableau CRM Learning Days

Have been presenter at different forums like *SAPTechEd, ASUG conferences* & chapter meetings

Skills

Tableau CRM (Einstein Analytics)



Play active role in Pre-Sales presentation/meetings and work with Account Executives.

Client-facing role, ensuring customer success by delivering ongoing guidance around the Tableau CRM (Einstein Analytics) Customers we support.

Data Strategy - Analytics



Eight plus years of involvement in different data strategy/analytics teams to discuss and come up with solutions.

Data Modelling



14 plus years of working on data models, mainly for analytics purposes.

Amazon QuickSight



Expert in setting up and managing AWS QuickSight, design and develop dashboards.

SAP BI Platform (BOBJ)



What I bring

Twenty two plus years of IT experience across different industries. Projects were related to Analytics/data/reporting which made me passionate learner of skills needed to provide & exceed the expectations of clients in Business Intelligence/Analytics area.

Some of the things which I consider my assets are 'never give up attitude', thinking Out-of-Box, eye to the details, visualisation and a good listener.

Certified Tableau CRM (Einstein Analytics and Discovery Consultant) SAP Application associate on various BI products. Hard work, passion & investing time into learning made it easy to transition into Big-Data, Analytics & IoT.

Being invited as speaker at *SAPTechEd* and *ASUG* (Americas SAP User Group) has further enhanced my knowledge on latest technologies in Artificial Intelligence (AI/ML) and Analytics in general.

Work History

08 2021 - BI Analytics/Cloud Architect

Present

Catalyst Consulting Group (CATALYST)

Designed dataflows/recipes/dashboards using CRM Analytics (a.k.a TCRM, Einstein Analytics) against large volume of Sales Analytics data for a major "Big Four" company.

Created CRM A snapshots using recipe and designed Pipeline trends, Waterfall charts, Executive Summary dashboards.

Used combination of functions in the recipe/bindings on the dashboard to achieve dynamic interoperability.

Worked with QA team during the Sprints, migrated the recipes/dashboards to UAT/Production.

Was key person handling the hyper-care support of the datasets/dashboards.

Implemented best practices around scheduling of the Sync/Data recipes.

Worked with Salesforce support to get the Salesforce orgs "Time-zone" enabled & applied the offsets, created derived fields to do the calculations in EST.

Lead the FMS (Financial Management System) project at "City of Chicago"

Lead/Develop the Tableau CRM dashboards for Catalyst clients which included dashboards to be build using Custom Maps/Einstein Discovery models.

Be part of the discussion on requirements, build the prototype/architecture design for answering the "questions" business teams has.

Act as "To Go" person for any Tableau CRM, Tableau or any other Analytics related work with clients of Catalyst.

Build the training modules for the users on using Tableau CRM or any other analytic product used.

Other Analytics Products used include **Einstein Analytics/Discovery, SAP BI, Tableau desktop/Prep/Server, Power BI, AWS Quicksight.**

11 2019 -

08 2021

Solution Architect

Salesforce

Conduct trainings for customers as part of Analytics Center of Excellence Team.

Work with Account. Executives on Pre or Post Sales activities.

Manage and Conduct Tableau CRM Learning Days by inviting speakers from within Salesforce and to host these public weekly webinars.

Speak to the newly onboarded customers and answer their queries and guide them to getting started.

Help troubleshoot complex design requests from customer using our "ACE requests" program

Support customer issues.

Manage and Conduct "Einstein Analytics Learning Days" webinars

Work on technical issues for customers ranging from Intelligence (AI) layer issues to Data manager issues in Einstein Analytics & Einstein Discovery

16+ years - Planning and Leading the installation/migration & managing Crystal Enterprise to BOXI to BOBJ 4.2 systems. Certified too.

Information Design Tool

12+ years of experience using Universe Designer and Information Design tool

Project Management/Lead

10 plus years working in roles of Team Lead/Project manager. Very strong at SDLC cycle & Agile development methodologies.

SBOP Explorer / Fiori

2+ years of using these products for Data Discovery & development for Analysts to consume.

WebI & Crystal Reports

16+ years - Certified SAP Associate on Crystal reports & WebI

RDBMS - Oracle, MS-SQL, PostgreSQL, MySQL, MS-Access

16+ years of using major RDBMS systems.

Other BI Products

Have comparative knowledge & expertise with other BI products like Einstein Analytics, Tableau CRM, Tableau, AWS QuickSight QlikView, PowerBI etc

Blogging/Publication

www.imranalam.com is my personal blog. Write about conferences I am speaking at.

Also blog about technical know-how, sports and any general topics I feel like sharing with audience of my blog.

Have recently reviewed technical book on Crystal Reports.

2015 - 06 2019 Product Portfolio Manager, Sr. Business Intelligence Engineer

McKesson

Working with Business Intelligence Team on designing new and enhancing the current BI Initiatives & Projects.

Worked on development team doing work in roles of

- SAP BI migration, installations/configurations
- Developing reports and dashboards using SAP Business Objects Explorer, XCelsius, WebI, Crystal Reports and Tableau desktop
- Involved in management decision making meetings for BI roadmap
- Part of Data Governance team to formulate processes
- Onboard different departments within McKesson to consolidate BI dashboards/reports on enterprise platform.

2013 - 2015

Solution Architect

DMI (Digital Management, Inc), McKesson (client)

Worked as Solutions Architect on multiple Clients on Business Intelligence related tool agnostic projects. Notable projects while working as consultant for clients include Travelers & McKesson. Lead a team of consultants to deliver a eReporting migration project and also enhance the BI implementation at McKesson using Mobile BI.

2012 - 2013

Application Technology Specialist

AETNA (ActiveHealth Management)

Lead the SAP Business Objects team of developers in developing and supporting the SAP Business Objects reporting solutions. SAP Products included SBOP Explorer, SAP Dashboards (Xcelsius), Crystal Reports & Web Intelligence, Mobile BI along with installation & configuration of SAP Business Objects environments.

2010 - 2012

Business Intelligence - Technical Analyst

Service Corporation International (SCI)

Joined as Technical analyst working with Business Intelligence team in designing and supporting BI needs of SCI. Products used were mainly SAP Business Objects suite like Xcelsius, WebI, Crystal Reports, Mobile reporting.

2008 - 2010

Business Intelligence Architect

StateFarm

Worked on re-design of the Claims project. The overhaul of Claims application for Fire, Auto and Home was done mainly using JAVA front end and supported by SAP Business Objects reporting on back-end to generate the reports based on XSL/XML. Lead the team on reporting side to design and deliver the reports needed for front end application and helping front-end developers with SDK for SAP Business Objects

2000 - 2008

Principal Consultant

ValueMomentum (Multiple Clients)

Worked as Principal Consultant on BI/Reporting projects for fortune 100 clients including

- *Merrill Lynch*
- *ActiveHealth (AETNA)*
- *FM Global*
- *Arlington County Government*
- *North Carolina Government*
- *Neutrik USA*
- *Dynegy*

1999 - 2000

Crystal reports developer

NASCO - Riyadh, Saudi Arabia

Started working as Crystal reports developer using Crystal reports version 7 designer and reporting against Pervasive database. Most of the reports were financials and calling detail reports of child company Marhba Pre-Paid phone cards.

Education

- 1994 - 1998 Bachelors in Electronics & Communication Engineering
[Osmania University](#)
Got Bachelors degree securing First Division in Electronics & Communication Engineering.

Certifications

- 2020 - Present **Tableau CRM - Einstein Analytics & Discovery Consultant**
[Salesforce](#)
Scanned certificate
- 2011 - Present **SAP Business Objects Web Intelligence - SAP Application Associate**
[SAP](#)
Scanned Webl certificate from SAP
- 2010 - Present **SAP Business Objects Enterprise XI - SAP Application Associate**
[SAP](#)
Scanned BOE certificate from SAP
- 2010 - Present **Crystal Reports 2008 - SAP Application Associate**
[SAP](#)
Scanned CR 2008 certificate from SAP
- 2005 - Present **Business Objects Certified Professional - Crystal Reports**
[Business Objects](#)
Scanned CR certificate from Business Objects
- 2003 - Present **Authorized Crystal Engineer**
[Crystal Decisions](#)
Scanned CR ACE certificate from Crystal Decisions
- 2000 - Present **SUN Certified Programmer - JAVA 2**
[Sun Microsystems](#)
Scanned SUN JAVA2 certificate from SUN Microsystem

Portfolio

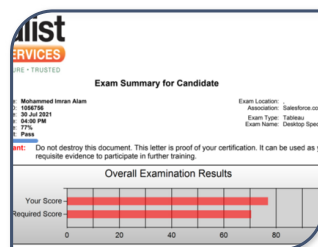


Tableau Desktop Specialist

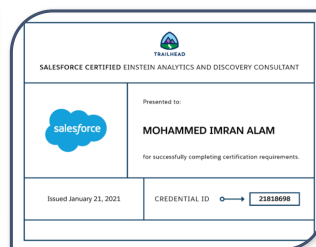
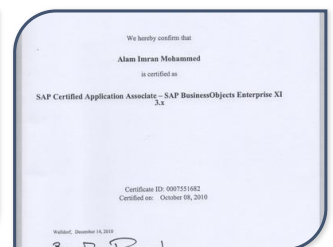


Tableau CRM (Einstein Analytics...



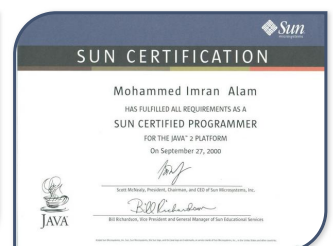
BI Platform



Webl



Crystal Reports



SUN JAVA