

Muhammad Azhar

Lead Data Visualization | Tableau Ambassador

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Summary

Lead Data Visualization with extensive experience in transforming complex data into clear, actionable insights. As a Tableau Ambassador and recognized expert in data visualizations and analytics, I develop enterprise-grade reporting products that influence strategic decisions across business and technology teams. My expertise includes data visualization, data analytics, data modeling, design thinking, and UI/UX design. Known for delivering comprehensive visualization projects and mentoring teams, I now focus on leading data visualization functions and establishing scalable analytics strategies for large organizations.

Skills

- Tableau (Desktop & Prep)
- Power BI Desktop
- Python, R (ggplot, Shiny), [d3.js](#),
- SQL
- Executive Dashboard Development
- Data Visualization Strategy & Framework Design
- Advanced Data Storytelling & Narrative Design
- Visual Design Principles & Cognitive Perception
- Data Governance
- Dimensional Data Modeling
- Visualization Standards & Design Systems
- Mentorship & Visualization Review Leadership

Work Experience

Lead Data Visualization - NEOM

Jul 2025 - Present

- Owned end-to-end development of Accounts Payable fraud-prevention dashboards, identifying 300 potentially fraudulent accounts and supporting enhanced audit readiness and risk mitigation.
- Led end-to-end development of Board-level dashboards for evaluation of 4 business cases underpinning a multi-billion-dollar program, directly supporting executive and Board decision-making.
- Owned the development of dashboards for tourism, macroeconomic, and demographic forecasts, used in monthly executive reviews to monitor projections and optimize strategic planning.

Business Analytics Specialist, Emirates National Bank Dubai (ENBD)

Mar 2023 - Jun 2025

- Established and led a cross-functional BI team of 3 Tableau developers, QA, and business stakeholders to deliver multiple concurrent dashboards, accelerating delivery timelines, improving data quality, and enabling faster business decisions.
- Led the migration and redesign of Treasury, Cash, and Trade dashboards to Tableau, reducing report wait times, improving visibility into key metrics, and driving high engagement across business teams.
- Recognized as an early Tableau expert, collaborated with delivery teams to define Tableau development, deployment, and visualization standards, supporting the sustainable growth of enterprise BI.

BI Consultant - Datamatics Technologies

Jan 2023 - Jun 2023

- Collaborated with a project team for a KSA-based client as a BI Consultant, utilizing Power BI and SQL to meet client needs
- Facilitated the finalization of Business Requirements Document (BRD), ensuring clear project objectives and enabling faster, more efficient project execution.

- Designed wireframes of reports and dashboards using Power BI Desktop, enhancing data insights and aiding informed decision-making

Data Quality Analyst - Pointivo

Mar 2020 - Dec 2022

- Worked with cross-functional teams to implement data quality standards and processes, resulting in a 30% increase in data accuracy.
- Monitored and analyzed data trends to identify and resolve data quality issues, resulting in a reduction of 20% in data errors.
- Conducted data audits of 3D models daily, identifying and correcting over 1,000 errors per month, resulting in improved data accuracy and efficiency.
- Utilized Tableau to create data quality dashboards and reports, enabling stakeholders to easily identify and track data quality issues.

Machine Learning Engineer - NTAQ Solutions Jul 2019 - Feb 2020

Jul 2019 - Feb 2020

- Collaborated to modernize and optimize the legacy machine learning pipeline, which reduced runtime by 10% and improved user experience by implementing parallel processing and optimizing code structure
- Utilized advanced image segmentation algorithms, such as U-Net, to achieve an F1-score of 0.8 in the segmentation of HVAC units from drone images, surpassing the project's initial accuracy targets by incorporating data augmentation techniques and fine-tuning the model.
- Implemented multiple performance optimization techniques, such as feature selection and hyper-parameter tuning, resulting in a 10% improvement in the overall accuracy of a roof object segmentation model.

Machine Learning Engineer (Intern) - Experts Vision Mar 2019 - Jul 2019

Mar 2019 - Jul 2019

- Developed and implemented data regression models (Linear Regression and Random Forest) to predict order delivery ETA, improving accuracy by 40% over historical averages
- Implemented OpenCV to create a UI-element detector for the SAP interface, achieving a 60% accuracy rate.
- Contributed to the development and implementation of a machine learning algorithm for fingerprint recognition, enhancing system security and reliability

Certifications

- Tableau Featured Author
- Tableau Desktop Specialist
- Data Analysis and Visualization with Microsoft Power BI
- Enterprise Design Thinking Practitioner (IBM)

Education

COMSATS
University, ISB
*BS, Computer
Engineering*
GPA: 3.01

Sep 2015 - Feb 2019