

A. JAMA RABI

Data Engineer · Analytics Engineer · Senior BI Developer · Data & Analytics Consultant

Berlin, Germany | Available across Europe | ajamarabi@gmail.com | +49 160 448 2144 | linkedin.com/in/ajrabi

PROFILE

Versatile data and analytics professional with 10+ years of tech consulting experience across the full data development lifecycle — from requirements and ETL/ELT and data pipeline engineering through analytical modelling, self-service BI deployment, and executive reporting. Operating across energy, security, logistics, FMCG, reinsurance, and SaaS sectors, I bring genuine cross-functional depth to engagements where a narrow specialist falls short.

As a deliberate deep generalist, I combine analytics engineering with Agile delivery, product thinking, and applied AI/ML capability. I bridge technical teams and business leadership with equal comfort across European markets. Berlin-based polyglot, fluent in five languages, I work effectively with stakeholders at every level.

Available for hybrid and fully remote contracts with on-site travel across Europe as needed.

CORE COMPETENCIES

Technical Tools & Platforms: Power BI Desktop & Services, Tableau, Databricks, dbt, Azure (ADF, DevOps, Data Lake, Fundamentals), Delta Lake, Unity Catalog, Snowflake, Oracle, SSMS, MS Fabric, Power Apps, Business Apps, GCP, Looker, SPSS.

Data Engineering: ETL/ELT Pipeline Design, Medallion Architecture, Delta Lake, Data Modelling (Star Schema, Dimensional Modelling), Data Governance, Streaming Data Processing.

Languages & Query: SQL, Python, DAX, Power Query M, R (basic).

Methodologies & Frameworks: Agile, Scrum, Project Lifecycle Management, Requirements Gathering, ETL/ELT Pipeline Design, Medallion Architecture, CI/CD, Data Governance, Data Products, Data Mesh, MDM, UI/UX for BI, Prompt Engineering, Self-Service BI.

AI & Data Science: NLP, Machine Learning, Predictive Analytics, LLMs, Generative AI, AI Integration, Text Classification, Streaming Data Processing, Applied AI/ML, Sentiment Analysis.

Soft Skills: Stakeholder Management, Leadership, Critical Thinking, Communication, Problem-Solving, Technical Consulting, Emotional Intelligence, Design Thinking, Coaching, Public Speaking, Workshops.

PROFESSIONAL EXPERIENCE

Senior Consultant · Capgemini · Sep 2021 – Feb 2025

Delivered the following client engagements through Capgemini. All project work performed on-site or embedded within the client organisation.

Data Engineer / Analytics Engineer · Fortum Energy / Markets · Nordics · Apr 2023 – Feb 2025

Challenge: The Service department operated with multiple vendors, each running disparate reporting systems with no unified data model. A consolidated in-house solution was required to standardise partner compensation reporting and align with the enterprise-wide data lakehouse architecture.

My Role: Embedded as forward-deployed analytics engineer working directly within the client organisation. Collaborated with Service managers across 3 countries to gather and unify requirements, mapped all data sources, designed and built ETL/ELT pipelines using Databricks and Azure Data Factory, engineered Delta Lake models following Medallion architecture principles (Bronze/Silver/Gold), and integrated outputs with existing departmental solutions. Served as GDPR Privacy Officer liaison for the analytical stream and delivered end-user training programmes.

Outcome: Three production-grade Delta Lake models with an aggregate Gold-layer summary for the business app; single Power BI dashboard with drill-through capability; data dictionary supporting governance and corporate wiki.

Tools & Tech: SQL, Python, Databricks, Delta Lake, Medallion Architecture, Azure Data Lake, Azure Data Factory (ADF), Azure DevOps, CI/CD pipelines, Power BI, DAX, Data Modelling, ETL/ELT Pipeline Design, Data Governance, Unity Catalog, GDPR

Senior BI Developer · Essity · Europe · Oct 2022 – Apr 2023

Challenge: Significant reporting discrepancies across regions and departments caused by inconsistent standards, definitions, and data products — rendering management reporting unreliable and blocking strategic decision-making.

My Role: Support end-to-end delivery of a unified BI environment for logistics across product lines and countries. Unified data definitions across use cases, coordinated with Master Data Management (MDM) team, designed data mesh-aligned data products for cross-functional consumption, built front-end Power BI reports with strong UI/UX attention, validated output against MDM standards, and onboarded business users onto self-service analytics platform.

Outcome: Unified analytical models and data products for logistics spanning departments and factories across six countries; corresponding Power BI front-end reports and apps adopted organisation-wide.

Tools & Tech: SQL, Databricks, ETL/ELT pipelines, Data Modelling, Data Products, MDM, Power BI, DAX, Azure DevOps, CI/CD, Stakeholder Management, Self-Service BI

Senior Business Analyst / Scrum Master / Team Lead · Securitas · Europe · Oct 2021 – Oct 2022

Challenge: Siloed, manual reporting across global business lines and subsidiaries with no unified data layer, inconsistent KPI definitions, and no self-service analytics capability.

My Role: Operated across three concurrent engagements as BA, Scrum Master, and Team Lead. Defined business and technical requirements through stakeholder workshops, built and managed product backlog, ran sprint planning and Agile ceremonies, and coordinated global delivery team across Sweden and India. Additionally led setup of AI and Predictive Analytics prototyping unit — applying NLP models to public, private, and social media data streams for real-time threat assessment. For C-suite executive reporting, designed backend aggregate data model and frontend UI, working directly with MDM, department heads, and executives.

Outcome: 32 analytical reports covering full organisation across 12 EU countries; self-service analytics platform achieving 10,000+ uses in its first month across 10 countries; real-time NLP-powered risk map used in sales and dynamic pricing; 4-tab executive cockpit report tracking all business-critical KPIs.

Tools & Tech: SQL, SSMS, Python, NLP, Power BI, DAX, Azure DevOps, CI/CD, Agile, Scrum, Requirements Management, Integration Mapping, Decision Optimisation, Self-Service BI, Data Governance, MDM

System Analyst · McDonald's Nordic (Food Folk) · Sweden · Sep 2021 – Dec 2021

Challenge: Years of patchwork fixes had created an undocumented web of application dependencies across the physical infrastructure, blocking a planned migration to the cloud.

My Role: Embedded directly within client organisation as forward-deployed analyst. Conducted structured stakeholder interviews with both current and former technical owners to surface hidden dependencies, criticalities, and risk nodes. Mapped full application landscape, assessed decommissioning risk for each component, and designed cloud-native solution proposals for target state architecture on Snowflake.

Outcome: Comprehensive report detailing all existing dependencies, proposed cloud-native solutions for each node, functional requirements for new system, and risk assessment matrix covering each proposed solution — used as basis for migration programme.

Tools & Tech: Snowflake, Oracle, stakeholder interviews, dependency mapping, cloud migration planning, functional requirements, risk assessment, report writing

LEADERSHIP & EARLY-STAGE WORK

Board Member & Treasurer · Ibn Rushd Education · Stockholm, Sweden · 2016–2018

Oversaw financial strategy, fundraising initiatives, and organisational governance for education-focused non-profit. Managed budgets, coordinated board strategy sessions, and liaised with stakeholders on organisational direction and sustainability.

SSES Ventures Fellow · Stockholm School of Entrepreneurship · Stockholm, Sweden · 2018

Led IoT farming venture from ideation through market research and business planning. Built prototypes using Python, Arduino, and Raspberry Pi; conducted market validation and technical proof-of-concept; developed business plan for commercialisation.

Independent Consultant / Analytics Engineer · Freelance · Sweden · May 2025 – Ongoing

Work with Swedish SMEs on data backend system design, analytical modelling, self-service analytics setup, and ad-hoc dashboarding for operational insights and decision-making.

INDEPENDENT PRODUCT DEVELOPMENT

Shaqeeso — PM/CRM Platform

React frontend + Supabase backend; PostgreSQL audit-logged CRM pipeline with real-time task management; CPM (Critical Path Method) scheduler for workflow automation and deadline tracking.

Status: Deployed and under active development.

Workit — Offline-First Fitness PWA

Progressive Web App with IndexedDB local data persistence; Workbox service worker management; state machine for workout sequencing and progress tracking.

Status: Deployed.

Maaliyad — Multi-Currency Personal Finance Dashboard

Next.js 14 + TypeScript frontend; double-entry bookkeeping engine; multi-format bank statement parser (CSV, PDF, OFX); multi-currency support with exchange rate handling and account reconciliation.

Status: Beta / Personal use.

ADDITIONAL CONSULTING EXPERIENCE

Analytics Consultant · Universum · Stockholm · Sep 2018 – May 2020

Ran EMEA syndicated research projects for global employer branding analytics; delivered insights at international conferences and award ceremonies (Istanbul, Warsaw, Dubai, Moscow).

Analytics Consultant · Swiss Re · Europe · 2019 – 2020

Delivered analytics consulting for one of the world's largest reinsurers; built reporting solutions and analytical models supporting underwriting and risk management.

Analytics Consultant · Lidl Hellas & Cyprus · Greece / Cyprus · 2019 – 2020

Redesigned recruitment user experience; created KPIs and measurement frameworks to track candidate journey improvements.

Data Consultant · DB Schenker · Germany / Netherlands · 2019 – 2020

Executed multi-source touchpoint analysis to design optimised recruitment messaging mix for Germany and Netherlands operations.

Data / Product Analyst · Rakam Analytics · Stockholm · 2021

Built KPIs, data products, and analytical models in high-growth B2B SaaS analytics environment.

Data Analyst · Kollektiv Kitchens · Stockholm · 2020 – 2021

Delivered data analysis, reporting, and KPI development for food tech startup; built initial analytics function from scratch.

Independent Research: #SwedenInDenial — NLP Analysis · 2020

Applied NLP models to analyse global perception of Sweden's coronavirus response using streaming Twitter data. Demonstrated applied data science and NLP capability in real-world context.

EMPLOYMENT HISTORY

Independent Consultant · <i>DJAMA</i>	<i>May 2025 – Ongoing</i>
Senior Consultant · <i>Capgemini</i>	<i>Sep 2021 – Feb 2025</i>
Analytics Consultant · <i>Universum</i>	<i>Sep 2018 – May 2020</i>
CoFounder & Consultant · <i>Cerebellum Solutions</i>	<i>Mar 2014 – Aug 2018</i>
Board Member · <i>Ibn Rushd Education</i>	<i>May 2016 – Sep 2018</i>

EDUCATION

MSc Innovation & Entrepreneurship

Stockholm University · 2015 – 2017

BSc Accounting & Finance

Stockholm University · 2012 – 2015

Executive MBA*

Pontificia Universidad Católica de Chile · 2015

Management Studies (Exchange)

Fudan University, Shanghai · 2013 – 2014

CERTIFICATIONS

- Databricks Data Analyst Associate
- Azure AI Fundamentals · Azure Data Fundamentals (Microsoft)
- MS Power BI Data Analyst (Microsoft)
- Professional Scrum Master I (Scrum.org)
- Analyzing Data with Python · SQL for Data Science · Python for Data Science (IBM)
- Agile Project Management (Google) · Fundamentals of Project Management (UVA)

LANGUAGES

Native/Fluent: English, Swedish, Somali, Urdu

Good: Spanish, Hindi

Conversational: German

Basic: French, Arabic (actively developing)

TESTIMONIALS

"Having an AJ in your team is in my opinion a must if you need change and a constant focus on doing better... A consultant with a pleasant personality, who is knowledgeable, but still driven to learn every day, is well spoken, feels highly responsible for the task at hand and gives >100% every time."

— Natascha Bennis-Stolk, BI Manager Europe, Securitas

"AJ Rabi excellently performed the job and had a pragmatic and pedagogical appearance. He was also very easy to work with and had a very professional approach."

— Jimmy Nilsson, Senior Data Architect, McDonald's Nordic

"He dives into new scenarios with curiosity and a willingness to connect and bridge people and solutions. He is proactive and solution oriented and a very nice person to work with."

— Anna-Carin Johnson, Project Lead / Account Manager, Sogeti

Full portfolio, references, and additional testimonials available on request.