

A. JAMA RABI

Analytics Engineer · Senior BI Developer · Data & Analytics Consultant

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PROFILE

Versatile data and analytics professional with 10+ years of tech consulting experience across the full data development lifecycle — from requirements and ETL engineering through to 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.

Stockholm-based polyglot with fluency in seven languages, I work effectively with stakeholders at every level across European markets — bridging technical teams and business leadership with equal comfort. As a deliberate deep generalist, I complement engineering rigour with Agile delivery, product thinking, and applied AI/ML capability — including independent development of data products and AI-powered analytics tools.

Available for hybrid and fully remote contracts with on-site travel across Europe as needed from my base in Stockholm.

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.

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

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

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

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

PROFESSIONAL EXPERIENCE

Independent Consultant · DJAMA · Mar 2025 – Present

Operating independently from Stockholm, delivering data and analytics consulting across European markets while developing applied AI and full-stack data products under the DJAMA brand.

-Independent Product Development · APEX Platform · 2025 – Present

My Role: Independently designed, architected, and shipped APEX — a full-stack personal operating system built in React and Vite comprising three integrated modules: a project management suite (dashboard, kanban board, Gantt, docs, effort tracking, alerts), a lifestyle tracker (daily habits, mood and energy logging, stress monitoring, journaling), and a fitness platform (structured programmes, auto-progression, granular set/rep logging, volume analytics). Covers the full product lifecycle from schema design and Supabase backend through UI/UX, state management, and deployment of the user app.

Tools & Tech: *React, Vite, JavaScript, Next.js, SQL, Supabase, Data Modelling, UI/UX Design, Full-Stack Development, Data Visualisation, Product Architecture, Deployment*

Senior Consultant · Capgemini · Sep 2021 – Mar 2025

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

-Analytics Engineer · Fortum Energy / Markets · Sweden · Apr 2023 – Mar 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 a 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. Also served as GDPR Privacy Officer liaison for the analytical stream and delivered end-user training programmes to drive self-service BI adoption.

Outcome: Three production-grade Delta Lake models with an aggregate Gold-layer summary powering the business app; a single Power BI dashboard with drill-through capability; a data dictionary supporting data governance and the 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 Desktop & Services, 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 the 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 the 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 Desktop & Services, 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 the product backlog, ran sprint planning and Agile ceremonies, and coordinated a global delivery team across Sweden and India.
- Additionally led the setup of an 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 the backend aggregate data model and frontend UI, working directly with MDM, department heads, and the executives.

Outcome: 32 analytical reports covering the 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 Desktop & Services, 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 the client organisation as a forward-deployed analyst. Conducted structured stakeholder interviews with both current and former technical owners to surface hidden dependencies, criticalities, and risk nodes. Mapped the full application landscape, assessed decommissioning risk for each component, and designed cloud-native solution proposals for the target state architecture on Snowflake.

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

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

Independent Consultant · DJAMA / Cerebellum · Mar 2014 – Sep 2021

Operating independently in parallel with employment, taking on consulting and analytics engagements across multiple sectors.

-Analytics Consultant · Swiss Re · Europe · 2019 – 2020

- Delivered brand consulting for one of the world's largest reinsurers. Determined the employer value proposition of the business based on primary research, stakeholder management, risk analytics, and built personas and profiles for optimal recruitment process, candidate satisfaction, and long-term retention.

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

- Redesigned end-to-end recruitment user experience through structured UX analysis and requirements gathering; developed KPI frameworks and measurement models to track candidate journey improvements and quantify process change impact.

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

- Executed multi-source touchpoint analysis combining data across multiple channels to design an optimised recruitment messaging mix for Germany and Netherlands operations; delivered actionable recommendations grounded in multi-country data integration and candidate journey analytics.

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

- Led EMEA syndicated research projects for Universum's global employer branding analytics product; designed KPI frameworks and delivered data-driven insights for enterprise clients at international award ceremonies across Istanbul, Warsaw, and Dubai.

-Data / Product Analyst · Rakam Analytics · Stockholm · 2021

- Built KPIs, data products, and analytical models supporting product decision-making in a high-growth B2B SaaS analytics environment; translated business requirements into data models and self-service analytics outputs.

-Data Analyst · Kollektiv Kitchens / Sizzle · Stockholm · 2020 – 2021

- Built the analytics function from scratch for a food tech startup; delivered data analysis, ETL pipelines, KPI development, and dashboard reporting to support operational and commercial decision-making from the ground up.

-Independent Research: #SwedenInDenial — NLP Analysis · Digital · 2020

- Independently designed and executed an end-to-end AI-powered NLP and sentiment analysis project using Python, TextBlob, and machine learning text classification models on 958 streaming tweets from the #SwedenInDenial dataset; applied polarity and subjectivity scoring, geolocation analysis, user behaviour profiling, and retweet pattern analysis to surface insights about global perception of Sweden's coronavirus strategy — finding that over half of all activity originated outside Sweden; demonstrated applied AI/ML and generative data insight capability in a real-world social media context; published findings on Medium.

EMPLOYMENT HISTORY

Independent Consultant · DJAMA	<i>Mar 2025 – present</i>
Senior Consultant · Capgemini	<i>Sep 2021 – Mar 2025</i>
Independent Consultant · Cerebellum/DJAMA	<i>Mar 2014 – Sep 2021</i>
Analytics Consultant · Universum	<i>Sep 2018 – May 2020</i>
Board Member · Ibn Rushd Education	<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

10 languages studied to date.

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

"AJ is a highly skilled Scrum Master and possesses rhetorical, analytical, and comprehending skills on a very high level... A go-to person with all problems, both for understanding tasks and for actual problem solving."

— **Anton Carlsson**, Developer, Capgemini

Full portfolio, references, and additional testimonials available at djama.ajrabi.com or on request.