

# Basil Rakawi

Data Consultant

I carry **10 years+** experience as a data consultant focusing on data visualisation, analytics and data engineering. I have built dashboards, scaled data assets with insights generated that continue to grow exponentially in value and amplify confidence. From high level summaries for execs and 'C'-levels to advanced analytical models, the breadth of my exposure to various industry domains and practices allows me to deliver high quality reporting, models, predictions and prescriptions.

**NAB Wealth Remediation** - Initially formed as a reporting team of 3 Tableau developers, the program expanded to 7 at its peak. I delivered dashboards & pipelines built upon complex, ever-changing models together with supporting other teams in developing regulatory controls, triggers, and preparation of quarterly **regulatory reports to ASIC**. As a leader, I guided the team's transition to **Power BI / Fabric**, focusing on orchestrating pipelines, automation, and **shared DAX** definitions while getting certified internally. This shift enhanced agility, self-documentation, and overall effectiveness within the reporting unit of the wealth remediation program.

**PanDa Dashboard App** - As a Data consultant, I led with the early **prototyping activities in AdobeXD** of the project (a rebuild of the performance and analytics dashboard - PanDa) from SAP UI5 to ReactJS. The app piggybacks upon an SAP HANA model used by NDIS planners & account managers. The team grew from 5 to 20 members across 3 states as I took on multiple roles including BA, React Developer, UX, and a bit of DevOps. I was actively involved in design, development, code reviews, and testing- contributing to the overall success of the project as it evolved sprint to sprint.

**Loyalty Dashboards & Reporting** - At Tabcorp, I enhanced the loyalty program reporting with refined capabilities in identifying **ort, fraud, and leakage**. I developed derived measurements to help uncover cash transactions and variances for venues and racecourses. In merging the data from DW (**Amazon Redshift**) with my experience of loyalty marketing and fraud analytics I was able to showcase the utilization of Python libraries for the first time in streamlining various classification techniques.

**Digital Products Dashboard** - As a Data Consultant, I led workshop activities across C-level, product and research teams in order to build their ideal "product" focused central dashboard. The levels of depth & detail had to vary in unique ways so this was the opportunity to consolidate multiple existing data assets. I brought a sprint planning & **release management** culture into the dashboarding activities which gave team members the capability to track & prioritize work. Tech stack exposure included **Snowflake, Tableau Server** administration, and **Google Analytics** for audience insights and experiments that ensured data-driven strategies had the data to support decisions that ultimately resulted in increased media performance and audience engagement.

**Energy Queensland** - Redeployed to Brisbane for 6 months to takeover & lead a BI team initially with graduates and remote resources to deliver reporting of over 30+ dashboards & provide self-serve capability for EQs new **SAP HANA** data models. Balanced both an onshore stream & offshore team (4 developers), fostering relationships with subject matter experts, testers and key stakeholders from various parts of the business - finance, operations, compliance etc. I worked in cadence with the data team as they developed and productionized their data model and align our dashboarding activities in tandem with their weekly sprints.

**Coca-Cola Amatil** - Brought in as Tableau lead for CCA's lead scoring dashboard project. Worked closely with stakeholders to scope the dashboards for fast turnaround as data models became ready for validation. Managed a team of 3 developers.

**Toyota Motor Corporation** - Strategic implementation of **GA/GTM (analytics and tagging)** across Toyota.com.au as part of a migration to the Sitecore platform. Liaised with digital agencies on behalf of the client, designed dashboards and reports for TMCA executives and team leaders. The successful implementation increasing confidence in decision made using self-serve data driving data-driven features like configurators, optimized path flows and A/B testing. Google Analytics / Tag Manager, Marketing Performance, Enterprise Marketing

**Chartered Accountant ANZ** - GTM implementation to simplify / automate tagging of learning assets within CA ANZ. Coached and trained 2 internal resources on dashboard development and tagging workflow. Presented to highlevel execs on the improved measurements (sterilizing fake traffic / referral spam), increased sophistication of tracking of learning assets. **Google Analytics / Tag Manager, Funnel Analysis, Customer Lifetime Value**

**CANalytics.cba** - As Data visualisation manager I grew the data visualization practice within the analytics team at CommBank from 1 existing Adobe flash based dashboard to numerous in-page visuals and portlets from within the sharepoint portal (30+ dashboards). This was uplifted to a combined 10k+ visits daily at its peak. With curated & self-serve dashboards behind an identity managed SSO, this evolved into the CANalytics.cba intranet portal powered by several feature packed SharepointAPIs. Usage ballooned as it crossed the 30,000+ branch and retail network users and by tracking usage behaviour and responding friction/pain-points, we were able to provide performance and coaching data even more practicable. Adopting and advocating agile practices (through continuous improvements), our dashboards also got the opportunity to be presented at the first annual "BI expo" as 'the future' of self-serve BI and social intelligence at the tail end of my tenure at CommBank.

## HOURS SPENT ▼ a decade of data in [d3.js](#)

CLEANING & PROFILING	Preparing, loading, transforming, profiling, staging and delivering to diverse audiences
ENRICHING	Feature engineering, extending metadata/schema, developing composites, de/normalizing etc
MODELING & STRUCTURING	Schema/schema-less designs, training and generating synthetic data, cloud and on-prem
VISUAL / STORYTELLING	Prototyping interactivity, data storytelling, curating and scaling graphical performance of visual
DEPLOY / AUTOMATE	Engineering pipelines, version control, monitoring and operationalizing at scale

## CERTS & CREDS

2024 - [Microsoft Fabric Engineer](#)

2024 - [Google Analytics Academy](#)

2019 - [SAS Academy - SAS Programming, LinkedIn - React ES6, ES2016](#)

2004 - [Bachelor of Commerce \(Hons\) IT & E-commerce](#) [122126]

 Curtin University

**MY UNIQUE STRENGTHS**  
Data-storytelling, prompt engineering, self-quantification,

**MY REPOS**  
[github.com/xmlnsgit/](https://github.com/xmlnsgit/)

**MY READING LIST**  
[goodreads.com/xmlnsgit](https://goodreads.com/xmlnsgit/)

NAB

SEP  
20

NDIS

MAR  
19

TABCORP

NOV  
18

CAREER  
BREAK

APR  
18

Seven  
West  
Media

APR  
17

Capgemini

JUL  
16

Oakton /  
Dimension  
Data

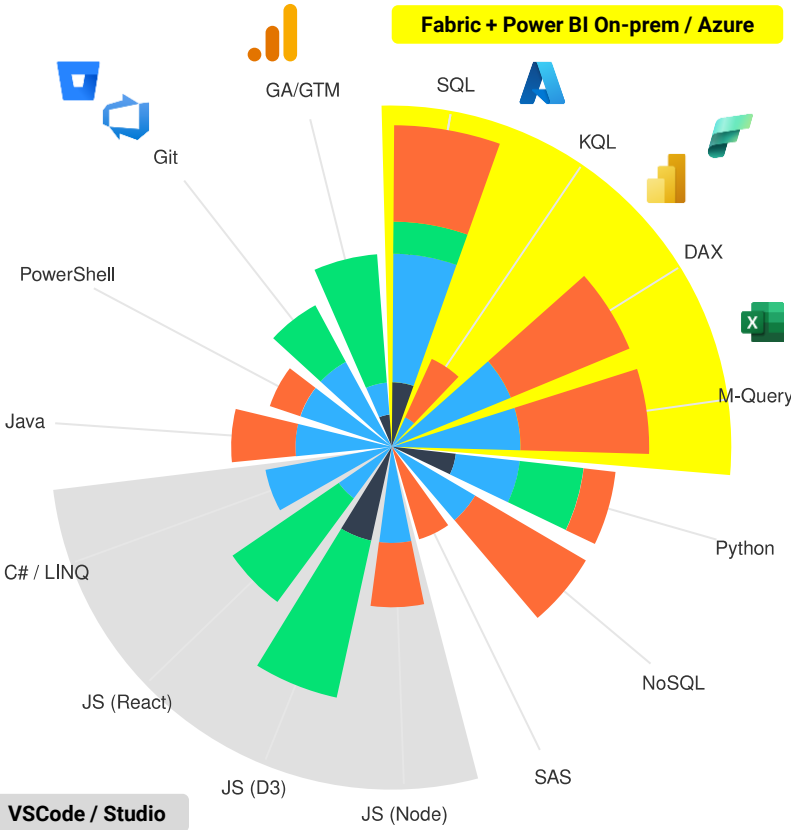
DEC  
14

CommBank

JUL  
12

## CORE SKILLS

Visualised below is my present coverage of proficiencies - the tools, languages & platforms across several data & technology stacks. Proficiencies in each contribute to the capabilities (key on the right). The activities within each capability context is also outlined below:



## CAPABILITIES & ACTIVITIES

- BI & ANALYTICS**

Structuring data models for BI & analytics apps. Working with business, SMEs & partners to develop measures, ratios, thresholds & iterative development for efficient BI workflows
- VISUALISATION & UX**

Prototyping dashboards / reports, iterating & workshopping to build functional PoC / MVPs. User behavior tracking, usability & experiments in order to deliver maximum impact to the user.
- DATA ENGINEERING**

Sampling, profiling, cleaning and transforming data. Staging, orchestrating & automating data pipelines, developing datasets (training, mock & sample) as well as views that are highly scalable.
- DATA SCIENCE**

Data enrichment techniques for feature engineering and advanced analytics. Predictive models, training datasets, and mock datasets for experimentation.

## CORE NETWORK (LINKEDIN\*) THROUGHOUT A 10+ YEAR CAREER

[www.linkedin.com/in/basilrakawi](http://www.linkedin.com/in/basilrakawi)

LinkedIn has provided a unique lens into the dynamics of my own professional network: revealing many movements & opportunities. As a data-focused professional, I seek to extract the qualitative nature – e.g. workplace culture – as a meaningful insight. The very basis of "we being the average of the people we surround ourselves with".

I approach my network as both a reflection and an influence on my personal and professional growth. The visualisation on the right reflects my journey of continuous self-discovery— understanding who I am, how I engage with the world, and how I can refine the ideas and perspectives I absorb. In an era increasingly shaped by noise and synthetic data, I aim to remain intentional and purposeful in curating connections, insights, and opportunities that align with my values and aspirations.

**Basil Rakawi**

