

Mojtaba Parastari Nik

Data & Business Intelligence Leader | AI & Analytics

Tehran, Iran • +98 930 818 4108 • Mojtabaparastari@gmail.com

[LinkedIn](#) • insightlydata.com • *Open to relocation across Europe*

PROFESSIONAL SUMMARY

Results-driven data and business-intelligence leader with 6+ years building BI, data-engineering and AI capability from the ground up. Track record spans enterprise data warehousing, scalable ETL and analytics platforms, and production machine-learning and LLM systems — from demand forecasting and computer vision to agentic BI, where AI agents query a governed semantic layer. Combines deep command of the modern data stack with the leadership to set AI strategy and turn data into measurable business outcomes.

AREAS OF EXPERTISE

Data Warehousing & ETL • Business Intelligence & Semantic Modeling • Agentic AI & LLM Systems • Machine Learning & Forecasting • Dashboard & KPI Design • Database Administration • AI Strategy & Adoption • Team Leadership & Stakeholder Management

PROFESSIONAL EXPERIENCE

Director of Business Intelligence & Data Analytics | Snapp Group 2021 – Present

Lead the data, BI and AI function for one of the region's largest digital groups, turning data into decisions across marketing, commercial, operations, finance, production and warehousing.

- Architected and delivered an enterprise data warehouse, building robust ETL pipelines with Apache Airflow, Python and SSIS to integrate PostgreSQL, MySQL, SQL Server, Google Sheets and web-crawled sources.
- Designed and deployed company-wide analytics dashboards across Power BI Report Server, Tableau, Metabase and Superset, embedding data-driven decision-making into every business unit.
- Agentic BI — architected an AI-agent analytics layer in which LLM agents generate DAX against the governed SSAS Tabular semantic model (not raw SQL), so natural-language answers inherit centrally defined KPIs, business logic and row-level security.
- AI strategy & adoption — ran a company-wide AI maturity assessment using a five-dimension framework and structured interviews, and authored the executive AI roadmap spanning an internal organizational knowledge agent and a client-facing B2B AI product.
- Marketing & Commercial — engineered a user-segmentation and resource-allocation model that recommends optimal marketing actions by segment, budget and business goal, lifting campaign effectiveness and ROI.
- Operations & Production — implemented machine-learning models for granular SKU demand forecasting, reducing waste and improving inventory accuracy and stock levels.
- Operations & Warehouse — created a QR-based SKU integration tool and optimized task-queue pipelines, raising production and warehouse efficiency.
- Led the on-premise Power BI Report Server deployment end to end — defining KPIs with stakeholders, implementing Row-Level Security (RLS), and applying indexing and performance tuning on SQL Server databases exceeding 600 GB to sustain stable dashboards for 5,000+ daily user interactions.

BI Specialist & Data Analyst | Hamrah Mechanic 2020 – 2021

- Designed KPIs, BI dashboards and SQL Server reports that underpinned strategic decision-making in regular analytical reviews with senior management.

BI Specialist & Data Analyst | Koosha Advertising 2019 – 2020

- JTI — built dashboards and analytics reports that sharpened Below-the-Line (BTL) strategy execution.
- Nescafé — developed market-share analytics that strengthened strategic insight.
- Master Foodeh — produced market analyses and actionable recommendations that improved commercial performance.

SELECTED PROJECTS

Agentic BI on a Governed Semantic Layer

Architected and led delivery of an agentic analytics system in which LLM agents answer natural-language business questions by generating DAX against the SSAS Tabular semantic model — rather than raw SQL against the warehouse — so every AI answer inherits centrally governed measures, business logic and row-level security. Exposed the semantic model for secure web access (msmdpump over IIS with authentication and SSL) to serve both AI agents and self-service OLAP clients.

Bilingual LLM Text & Sentiment Pipeline

Built an automated Persian/English NLP pipeline that uses LLMs (Anthropic Claude via API) to tag customer comments, extract sentiment and store insights in the data warehouse, feeding dashboards that drive customer-experience decisions. Hardened for production with typed exception handling, multi-model fallback and preflight API health checks, and managed live migrations across model generations without pipeline downtime.

Demand Forecasting Engine

Built and deployed an end-to-end machine-learning system that replaced manual estimation with accurate demand forecasts at SKU, brand and geographic level — covering the data pipeline (databases, web scraping, Excel), a user/product segmentation structure, and regression and time-series models that cut waste and improved inventory accuracy and stock levels.

Marketing Action Selector

Designed an analytical optimization model that classifies users by purchasing behavior, brand preference and location, then recommends the optimal marketing action under budget constraints and business goals — enabling strategic spend allocation and higher campaign ROI.

Computer-Vision Workplace Monitoring (YOLOv8)

Developed a YOLOv8 model that tracks worker entries, exits and dwell time in production zones, integrated with logging and analytics pipelines for real-time operational monitoring, workforce management and safety compliance.

EDUCATION

- **M.A., Industrial Engineering** — Shahid Beheshti University (GPA 4.0/4.0)
- **B.A., Industrial Engineering** — University of Science and Culture (GPA 3.0/4.0)

CERTIFICATIONS

LPIC-1 (Linux Professional Institute) · Supervised Machine Learning: Regression & Classification (DeepLearning.AI)
· Microsoft Azure SQL · Microsoft DBA · Data Analysis with Python

TECHNICAL SKILLS

Data Engineering: Apache Airflow, SSIS, Python

Databases & Administration: SQL Server, PostgreSQL, MySQL, NoSQL

BI & Semantic Modeling: Power BI, SSAS Tabular, DAX, SSRS, Tableau, Metabase, Superset

AI / Machine Learning: Forecasting (regression, time series), computer vision (YOLOv8), LLM & NLP pipelines, agentic AI systems, prompt engineering

Programming: Python, SQL, Excel

Systems & Cloud: Linux (LPIC-1), Windows Server & IIS

LANGUAGES

Persian — Native · English — Professional working proficiency