

Faraz Khan

Analytics & AI-Enabled Insights Leader | Decision Products, Self-Service BI & Data Enablement

Manchester, UK | Open to relocation to Dubai, UAE

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PROFESSIONAL SUMMARY

Analytics and AI-enabled insights leader with 14+ years' experience building analytics capabilities, governed data platforms and decision products across HR, Operations, Procurement and Finance.

Drives analytics adoption at scale through self-service analytics, data literacy programmes and analytics communities, including a 40% improvement in data literacy across Bupa through training and enablement.

Currently establishing Addleshaw Goddard's people analytics function, setting its strategy, roadmap and operating model while leading a team of analysts and advising HR Directors and Partners through actionable insight.

Combines leadership with hands-on expertise across Microsoft Fabric, Power BI, SQL, Python, enterprise data warehousing and dimensional modelling. Applies generative AI to accelerate data reconciliation, governance reviews, service-demand analysis, workforce planning and the development of interactive decision-support tools.

Proven record of delivering measurable value, including £1M+ annual savings through automated insight products and £2M in operational savings. International experience across the UK, UAE, Saudi Arabia, India and Australia, with fluent English and Arabic.

CORE COMPETENCIES

Analytics Leadership: analytics strategy and operating models · team leadership and coaching · use-case prioritisation · executive storytelling · senior stakeholder engagement

AI-Enabled Analytics: Microsoft Copilot across Excel, Power BI/Fabric, Teams, Word and PowerPoint · generative AI workflows · rapid prototyping · AI-assisted classification and thematic analysis · data reconciliation · decision-support applications · responsible AI adoption

Analytics & Data Science: KPI and metric design · root-cause analysis · statistical analysis · forecasting · workforce planning · scenario modelling

Data Platforms & Governance: enterprise data warehouses · star-schema and dimensional modelling · semantic models · data governance · Row-Level Security · ETL · API integration

Adoption & Enablement: self-service analytics · data literacy programmes · analytics communities · training and capability development

Technology: Advanced Excel (Power Query, Power Pivot, XLOOKUP, dynamic arrays, macros and Office Scripts) · Microsoft Copilot · Microsoft Fabric · Power BI · DAX · Power Query/M · Paginated Reports · SQL · Python · Pandas · NumPy · Power Apps · Power Automate · Workday (advanced HCM reporting, EIB) · SharePoint · Microsoft Loop · SSAS · SSIS · SSRS

PROFESSIONAL EXPERIENCE

HR Data & Insights Manager | Addleshaw Goddard, Manchester | Aug 2025 – Present

- Establish and lead the firm's people analytics function, defining its strategy, roadmap, operating model and self-service reporting approach, with governance controls for sensitive people data covering source validation, access design and exception reporting.
- Lead, coach and develop a team of 3–5 analysts, strengthening analytical capability, business understanding and delivery standards.
- Partner with the Chief People Officer, HR Directors and Partners to translate strategic workforce questions into measures, insight narratives and actionable decision products.
- Produce statutory and regulatory reporting, including UK and Ireland gender pay gap reports, EU pay transparency reporting and diversity data gathering for the firm's Solicitors Regulation Authority (SRA) submission.
- Deliver month-end reporting, including the executive pack on headcount, leavers and attrition, and a payroll reconciliation for Finance breaking down every pay element from gross to net across Workday and external payroll providers; run Workday EIB uploads of external payslips to employee profiles.
- Maintain reporting documentation and procedures, including a data dictionary in Microsoft Loop and user-guide templates that standardise how report guides are written.

- Delivered the Partner Remuneration analytics platform, integrating Microsoft Fabric, a live Workday API and Finance data under a multi-tier security model (Partners, Location Heads, HR), with a Power Apps and SharePoint workflow, financial-model validation and secure paginated reporting for bulk PDF distribution.
- Led analytics delivery for the firm-wide salary review, implementing cross-team Row-Level Security and automated Microsoft Teams notifications through Power Automate.
- Apply generative AI to accelerate complex analytical and operational work, including data-quality reconciliation, Workday governance, workforce planning, HR service-demand analysis and thematic synthesis.
- Develop interactive AI-enabled prototypes that transform spreadsheets, operational records and unstructured information into accessible decision-support tools.

People Data Partner | Bupa, Manchester | Aug 2024 – Aug 2025

- Replaced manual reporting processes with self-service Power BI insight products, delivering more than £1M in annual savings.
- Built Bupa's first Procurement analytics suite, covering due diligence, contracts, expenditure and savings KPIs.
- Integrated Power Apps data capture and what-if scenario modelling to support procurement planning and decision-making.
- Developed the Critical Roles and Succession Planning dashboard for senior leadership in partnership with the General Manager of Functions.
- Served as lead mentor for a community of HR consultants, delivering data-analysis and Power BI upskilling sessions across the People function.
- Extended analytics capabilities beyond workforce reporting into Scope 3 sustainability analysis.

People Analytics Consultant | Bupa, Manchester | Jun 2022 – Aug 2024

- Designed a unified star-schema data model consolidating Workday, PeopleSoft, iTrent and ResourceLink into the organisation's first governed source for business-wide workforce reporting.
- Co-designed the HR enterprise data warehouse with Data Engineering, including fact and dimension tables, data definitions and HRIS-to-warehouse pipelines.
- Built the Talent Acquisition dashboard, modelling the full recruitment funnel and measures including Time to Offer, Time to Hire and time between recruitment stages.
- Applied root-cause analysis to identify recruitment bottlenecks and support targeted process improvements.
- Delivered Power BI training and enablement that increased data literacy across the organisation by 40%.
- Developed live headcount, attrition, absence and diversity reporting, tracking representation against targets of 50% women in senior roles, 18% ethnic minority representation and 3% disability, supported by automated refresh processes and data-quality error logging.
- Worked with HR stakeholders to define consistent metrics and improve confidence in workforce reporting.

Planning & Data Analyst | The Hut Group, Warrington | Aug 2021 – Jun 2022

- Built a cross-warehouse benchmarking dashboard that identified the root causes of operational performance gaps.
- Delivered £800,000 in picking savings and £1.2M in packing savings through data-led operational improvements.
- Led workforce forecasting for two warehouses, presenting weekly resource and operational plans to senior leaders.
- Worked with C-level executives to define reporting requirements and translate them into analytical products.
- Built data models and automated reporting feeds using SQL Server, Power BI and Power Apps.

Power BI Developer | Enterprise Monkey, Melbourne (Remote) | Mar 2020 – Mar 2021

- Delivered KPI dashboards and business intelligence solutions for international clients across multiple sectors.
- Designed data warehouse and reporting solutions using SQL Server Analysis Services, Integration Services and Reporting Services.
- Translated client requirements into scalable data models, reports and visualisations.
- Trained clients and colleagues in Power BI and Power Apps, increasing adoption and self-service capability.

Earlier Analytics and Technology Roles | Gulfa Travel Service and Gulfa Fourways Tourism | Dubai, Riyadh and Mumbai | Feb 2012 – Mar 2020

Roles included Performance Reporting Manager, Performance Reporting Analyst and IT Consultant.

- Delivered performance reporting and technology solutions across Saudi Arabia, the UAE and India.
- Built recruitment-tracking dashboards that improved operational efficiency by 30% and quality of hire by 25%.
- Developed management reporting to support workforce, recruitment and operational decisions.
- Worked across culturally diverse international teams and stakeholder groups.

SELECTED AI & ANALYTICS PORTFOLIO

- **HR Data Reconciliation:** built a repeatable AI-assisted control that flags discrepancies across employee, leaver and preferred-name records, saving 30+ minutes a day and freeing the team member who previously ran it manually for higher-value work; used to validate HR business partner changes across a 3,000+ workforce during the firm-wide salary review.
- **Workday Governance:** audited 1,000+ custom reports to drive a mass clean-up, finding duplicates, checking scheduled-report audiences and flagging reports shared outside their intended security groups; added audit-activity monitoring that flags repeated downloads of sensitive reports and downloads by leavers.
- **SharePoint Governance:** built an interactive governance application covering 11,000+ documents across 27 libraries, combining inventory, stale-document detection, file-sharing audits, risk scoring and action tracking. Surfaced 6,200+ files older than two years, 3,100+ files in duplicate-name groups and 1,285 stale files flagged as potentially sensitive, tracked through a repository health score.
- **RemCom Scenario Planner:** developed a secure, workbook-backed remuneration planning application with member-level modelling, bonus and profit-share calculations, currency-rate views and separately saved scenarios.
- **HR Service-Demand Analytics:** applied AI-assisted classification to 12 months of live HR mailbox and service-ticket data, identifying demand themes and targeting repeat requests for self-service.
- **Decision-Product Prototyping:** built 4 interactive decision-support tools now adopted across the firm, spanning capacity planning, remuneration analytics and project governance.

AI portfolio available on request, or at www.craftedpixels.co.uk.

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

- Workday Advanced HCM Reporting | 2026
- Workday Report Writing | 2022
- Microsoft Certified Data Analyst: DA-100 Analysing Data with Microsoft Power BI | 2021
- Microsoft 70-461: Querying Microsoft SQL Server | 2017

EDUCATION

Bachelor of Computer Applications (three-year degree),
Tilak Maharashtra Vidyapeeth, Pune, India | 2011

LANGUAGES

English · Arabic · Hindi · Urdu · Marathi (all fluent)