

NORAMAYA MOHAMAD ZAKRI

Data & Analytics Lead

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PROFILE

IT Solutions Professional & Data Lead with **over 15 years** of experience in the semiconductor and manufacturing sectors. Specialist in end-to-end data pipeline design and delivery — Microsoft Fabric, Power BI, Azure ADF, SAP HANA BW, Apache Spark, Delta Lake, GCP Vertex AI, and Gen AI (Copilot Studio, Cloudflare Claude AI). Microsoft Certified in Data Warehousing & Analytics. Proven track record translating complex operational data into executive-level business intelligence while leading cross-functional teams, mentoring engineers, and driving data governance at enterprise scale.

CORE SKILLS

Analytics & BI	Power BI · Microsoft Fabric · Lakehouse · Azure ADF · SSRS	Gen AI & ML	Copilot Studio · GCP Vertex AI · Cloudflare Claude AI · Azure AI Studio
Cloud	Azure (Synapse, ADF) · GCP · AWS	Data Engineering	Apache Spark · Delta Lake · Databricks · SAP HANA BW/4 · SSIS · ETL/ELT
Programming	Python · SQL (Adv.) · PySpark · C# · ASP.NET · R · Spark · PHP	DevOps & CI/CD	GitHub · GitHub Copilot · Agile/Scrum · Jira · ServiceNow
ERP	SAP BW4/HANA · Oracle PL/SQL	Automation	Power Automate · RPA · Excel Macros

CAREER HISTORY

Jan 2018 – Present

IT Solutions Lead — Data & BI

Celestica Penang

- Architected supply chain data solutions using **Microsoft Fabric, Power BI, Azure ADF, and SAP BW4/HANA** for global stakeholder KPI visibility.
- Built **MLOps pipelines (Python, PySpark / Fabric Notebooks)** automating data prep from SAP/Azure to ML-ready features — equivalent to Spark + Delta Lake workflows.
- Engineered data pipelines handling **over 1 billion records**, ensuring high-performance processing and data integrity at enterprise scale.
- Built **Copilot Studio agents** to monitor Power BI Dataflows — auto-detecting failures, sending alerts, and triggering reruns with zero manual intervention.
- Developed a **Fabric Data Agent** enabling natural language querying of Lakehouse data, reducing dependency on technical teams.
- Implemented **CI/CD and DevOps practices** using GitHub and GitHub Copilot for iterative pipeline development.
- Led cross-functional BI integration across Procurement, Logistics, Finance, and Material Planning.
- Mentored external contractors on global KPI enhancement programs with on-time delivery.

Personal Project — masakkatrumah.com

Side Project

- Built and deployed a full Gen AI-powered web app integrating **Cloudflare Claude AI** for edge-deployed LLM and conversational AI features.
- Used **GitHub Copilot** throughout for AI-assisted rapid development and iteration.

Apr 2017 – Nov 2018	Software Developer — Reporting & ETL <i>Inari Technology Sdn Bhd</i> ■ Led reporting team operations and ETL development using SQL Server and SSRS. ■ Earned Microsoft Data Warehousing Certification; scaled reporting infrastructure for semiconductor manufacturing BI.
Apr 2014 – Mar 2017	Software Engineer — MES & Supply Chain <i>Altera Corporation (now Intel)</i> ■ Built AMAX planning system (MVC, Web APIs, Entity Framework) for inventory tracking and automated lot releases. ■ Designed SSRS reports and SQL Server Agent jobs monitoring wafer discrepancies and subcontractor performance KPIs.
Aug 2007 – Apr 2014	Application Developer — Factory Analytics <i>Intel Microelectronics</i> ■ Engineered factory planning & CSAT monitoring tools using .NET, WPF, WCF, Oracle PL/SQL. ■ Delivered ML POC projects (RapidMiner, Hadoop, JMP) for excursion forecasting and yield optimization. ■ Automated equipment log diagnostics, converting raw error data into actionable trend charts.
2001 – 2007	Earlier Career <i>Priority Cargo · Bumihiway · Tricubes</i> ■ Analyst Programmer: PALMS stock management app — ASP.NET, SQL (Priority Cargo). ■ IT Executive: intranet applications — PHP/MySQL (Bumihiway).

EDUCATION & CERTIFICATIONS

Bachelor of Computer Science / IT (Multimedia) — Universiti Malaya | **2004**

Microsoft Certified Professional — Data Warehousing & Analytics | **2018 – Present**

LANGUAGES

English — Professional Proficiency | Bahasa Malaysia — Native