

ALI HASNAIN

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Summary

Business Intelligence-focused accountant with deep finance acumen and proven skills in Python, SQL & Power BI. Adept at automating workflows, building predictive analytics and designing dashboards that translate raw data into high-impact insights. Actively pursuing Business Intelligence or Data Analyst opportunities.

Skills

Data Analysis & Visualization:

Python, Pandas, NumPy, Scikit-learn, PuLP, AI integration, Machine Learning, Power BI, DAX, Power Query, Scenario Modeling, Advanced Excel, VBA, Power Pivot

Financial & Business Acumen:

Financial Modeling, Forecasting, Budgeting, Variance Analysis, IFRS, Competitor Benchmarking, Process Optimization, General Ledger Accounting

Databases & Data Sourcing:

SQL, Data Modeling, Advanced Queries, API Integration, Web Scraping, BeautifulSoup

ERP & Accounting Systems:

M3 ERP, Sage, Extend ERP, Xero, QuickBooks

Portfolio Projects

Project 1 - Flagship Project: End-to-End Financial Analytics Suite

ali-hasnain.com/project-financial-suite

06/2025

An integrated, end-to-end solution designed to elevate strategic finance from standard reporting to data-driven optimization, prediction, and competitive intelligence. This suite combines three powerful analytical modules:

- **Predictive Cash Flow Forecasting Dashboard:** Engineered a predictive forecast system using Python (Prophet, Pandas) that integrates internal financial data with external economic indicators, and current economic factors such as "Tariffs" to generate robust cash flow forecasts and run "what-if" scenarios.
- **Intelligent Budget Allocation Optimizer:** Developed a Python-based optimization model (PuLP) to suggest budget allocations that maximize ROI, moving beyond traditional, subjective methods. The model is powered by historical performance data from a custom SQL database and utilizes forecasts numbers from "Predictive Cash Flow Forecasting" as future budget and constraints.
- **AI-Enhanced Competitor Benchmarking Tool:** Automated competitor analysis by scraping public financial data (BeautifulSoup) and using an LLM API to generate qualitative summaries of market news, combining both into a single, comprehensive Power BI dashboard.
- **Skills Showcased:** Python (Optimization, Time-Series Forecasting, Web Scraping), Advanced SQL & Data Modeling, Power BI & DAX, API & LLM Integration, End-to-End Financial Analysis.

Project 2: Supply Chain Cost & Efficiency Optimization Analyzer

ali-hasnain.com/project-supply-chain

04/2025

Identified key cost drivers and modeled efficiency gains by developing a comprehensive supply chain analysis tool for a mock manufacturing business, supported by creating a SQL database for procurement, logistics, and inventory data.

- Used Python (Pandas, NumPy) to identify cost drivers, calculate inventory turnover, and model the financial impact of changing suppliers and logistics strategies.
- Built a dynamic Power BI dashboard to visualize key supply chain KPIs, cost breakdowns, and the results of Python-driven "what-if" scenario analyses.
- **Skills Showcased:** Advanced SQL, Python (Cost & Process Modeling), Power BI, Operational Finance, Cost Accounting.

Project 3: Interactive Financial Health Dashboard for an SMB

ali-hasnain.com/project-smb-dashboard

03/2025

Addressed a common business problem for SMBs by developing a comprehensive, easy-to-understand dashboard view of their financial health.

- Used Python to perform complex financial ratio calculations (Current Ratio, Debt-to-Equity, CCC) and SQL to query a mock financial database (P&L, Balance Sheet, Cash Flow).
- Designed an interactive Power BI dashboard with slicers and drill-downs, translating raw financial data into actionable business insights for strategic decision-making.
- **Skills Showcased:** Financial Statement Analysis, Python (Data Manipulation), SQL Querying, Power BI Dashboarding.

Experience

Mars(Petcare), Champion Petfoods

Edmonton, Canada

Junior Accountant

08/2023 - Present

- Designed and implemented a global payment-tracking system for GIHB (Mars' in-house banking platform) to monitor over \$400 million in payments from 1,100+ vendors across four regions, proactively flagging anomalies and accelerated resolution of \$20 million+ in AP variances.
- Developed a VBA Macro to automate data extraction from nonfunctional HTML bank statements, streamlining the reconciliation process during the transition to Mars Inc.'s internal banking system
- Owned the cash flow forecasting task, recommending workflow optimizations to support better financial planning
- Processed over 200+ journal entries per close cycle, covering various business processes, including bank reconciliations, all prepaid expenses, credit card expenses and reconciliations, benefits related expenses, lease/rent expenses, monthly accruals, and various monthly bills entries
- Performed accurate and efficient bank reconciliations for all five company divisions across Canada, US, Europe, and China, reconciling up to 12 accounts and over 1500+ transactions monthly
- Managed monthly reconciliations of all company Mastercard's, including setting up and recording journal entries for expenses from Concur extracts. Improved reconciliation accuracy and reducing variances by 90% year-over-year by creating a new reconciliation model
- Successfully transitioned accounting processes to align with Mars Inc.'s 13-period annual cycle, modifying all recurring entries, prepaid schedules, and reconciliation timelines

Flair Airlines

Edmonton, Canada

Intermediate/Junior Accountant

05/2023 - 08/2023

- Cleared backlog of bank reconciliation's for the 2022 and 2023 fiscal years by demonstrating exceptional efficiency and accuracy in executing high-volume reconciliation's using advanced Excel functions, facilitating the achievement of performing daily bank reconciliations as set by management
- Optimized financial record accuracy in compliance with IFRS standards by ensuring proper accounting of prepaid's, accruals, long term debts, interest, deposits, intercompany transactions, and amortizing costs to the correct periods while allocating costs to the correct GL accounts
- Leveraged advanced Excel skills to efficiently manipulate large datasets, generating meaningful insights and creating accurate journal entries for various business activities
- Built strong and positive relationships with managers of assigned departments for internal financial package preparation when conducting analysis of actual results against budgeted figures

SMS Equipment

Edmonton, Canada

Accounting Assistant/ Accounts Payable

05/2022 - 06/2023

- Assisted senior accounting staff in monthly accounting duties such as reconciling accounts, preparing and posting journal entries, preparing financial statements, performing variance analyses to identify significant differences between actual results and budgeted/forecasted figures
- Consecutively averaged processing over 1200+ invoices per month
- Calculated purchase price variances between invoices and receipts, identifying discrepancies and resolving issues with vendor accounts

Education

University of Alberta

Edmonton, Canada

Bachelor of Commerce, Accounting Major

2019 - 2023

- Minor in Finance

Strengths



Bridging Finance & Technology

Translating complex business requirements into technical solutions and data-driven insights into actionable financial strategy. Fluent in the languages of both finance and technology.



End-to-End Solution Development

Proven ability to manage the full analytics lifecycle: from defining a business problem and sourcing data (SQL, APIs, Scraping) to building models and delivering interactive, actionable dashboards in Power BI.



Financial Rigor & Data Integrity

Applying an accountant's precision and commitment to accuracy to ensure all data, models, and outputs are reliable, validated, and trustworthy for making critical business decisions.

Languages

English Native

Urdu/Hindi Native

Punjabi Proficient