

# DILSHAD YOUSUFF

Business Intelligence Manager | Data & Revenue Analytics Leader

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## PROFESSIONAL SUMMARY

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Analytics leader with 20+ years building and managing BI functions across Google Cloud, Mandiant, and McAfee. Proven track record leading analyst teams, architecting enterprise-grade data platforms, and translating complex data into revenue-driving decisions. Deep expertise in SaaS metrics (ARR, MRR, NRR, churn, retention), product and revenue analytics, and self-service BI ecosystems using Looker, Power BI, Tableau, BigQuery, and SQL. Trusted partner to Finance, Product, and Sales leadership on strategic planning, M&A data integration, and executive reporting.

## CORE COMPETENCIES

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**Analytics Leadership & Strategy:** Team Leadership & Mentoring • Stakeholder Management • Executive Reporting • Agile BI Delivery • Cross-Functional Collaboration • Requirements Gathering & Prioritization • Program Management

**Revenue & SaaS Analytics:** ARR / MRR / NRR • Bookings & Churn Analysis • Retention & Expansion Revenue • Revenue Walk • Customer Lifecycle Analytics

**Product Analytics:** Product Adoption • Funnel Analytics • Cohort Analysis • A/B Testing • User Behaviour Analytics • Feature Adoption Metrics

**Data & Platforms:** Data Modelling • ETL Pipeline Design • Data Warehousing • Data Governance • M&A Data Integration • BigQuery / GCP • SQL • Python • Power BI • Looker / LookML • Tableau • DAX

## PROFESSIONAL EXPERIENCE

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**Manager, Finance Business Intelligence** | Google Cloud *Nov 2022 – Present*

- Led a team of 3 BI analysts, establishing best practices in data storytelling, dashboard development, and stakeholder communication, building a high-impact analytics function within Google Cloud Finance.
- Directed M&A data integration of Mandiant into Google Cloud as project lead, coordinating cross-functional Finance, Product, Engineering, and Data teams, ensuring 100% data integrity, governance compliance, and zero disruption to business reporting through regulatory review and operational transition
- Architected and developed a self-service BI platform on Looker and BigQuery adopted by 1,000+ global users, designing LookML models, views, explores, and dashboards that enabled governed self-service analytics across product performance, customer behavior, and enterprise KPI reporting.
- Partnered with Finance, Product, and Operations stakeholders to translate business requirements into scalable analytics solutions, data models, and self-service reporting frameworks supporting strategic decision-making
- Built Revenue Walk framework tracking ARR progression, churn, expansion revenue, and product performance drivers used in quarterly business reviews and strategic planning.
- Developed SaaS analytics frameworks for MRR/NRR tracking, customer lifecycle analysis, retention cohort modeling, and product adoption metrics across multi-product portfolios.
- Leveraged Google's internal AI-assisted development tools (Cider) and Gemini to optimize BigQuery pipelines, refactor complex SQL workloads, enhance LookML models, automate documentation, and accelerate analytics delivery, improving query performance by 40% and increasing analyst productivity..
- Implemented RLS/ACL data access policies ensuring compliance and security across sensitive financial and operational datasets.
- Evaluated and adopted AI-assisted tools to improve analytics development workflows, reducing manual effort in SQL generation, data analysis, documentation, and reporting processes

**Manager, Strategy & Analytics** | Mandiant (Now Google Cloud) *Dec 2014 – Oct 2022*

- Hired and mentored a high-performing analytics team of 5; established structured requirements-gathering practices with Finance, Sales, and Product stakeholders, translating business needs into prioritized analytics roadmaps and self-service reporting standards.
- Led product and revenue analytics across a \$200M+ ARR portfolio of 3,000+ enterprise customers, building forecasting models and executive reports on customer segmentation, product usage trends, and SaaS KPIs; drove an 8% reduction in churn through targeted retention analytics.
- Designed scalable pipelines consolidating 8 data sources into centralized datamarts, cutting dashboard refresh times by 60% and creating a single source of truth across Finance, Sales, Marketing, Channel and Product.
- Built Power BI dashboards with complex DAX/Power Query measures delivering real-time insights on bookings, ARR, retention, and product adoption across the customer lifecycle.
- Created global reporting frameworks analyzing customer behaviour, revenue performance, and market trends, informing go-to-market strategy and annual planning.

- Led data governance and quality management through organizational transition, maintaining accuracy of financial, sales, and product data.

**Technical Lead, Reporting & Analytics** | McAfee Jun 2007 – Dec 2014

- Delivered executive reporting and analytics for 200+ global sales representatives, providing insights on bookings, pipeline, forecast accuracy, and quota attainment; contributed to a 15% improvement in sales conversion through data-driven decision support.
- Built automated dashboards and reporting solutions that reduced reporting turnaround time by 90% (4 hours to 15 minutes), enabling real-time visibility into sales performance and business KPIs.
- Conducted sales, partner, and marketing performance analysis, identifying growth opportunities that improved lead-to-opportunity conversion by 10% and enhanced go-to-market effectiveness.
- Streamlined data integration across multiple systems and partnered with Sales, Marketing, Finance, and IT teams to improve data quality by 25%, reduce manual reporting effort by 70%, and establish a trusted reporting framework.

**Business Analyst | IBM Mar 2007 | Sr. QA Analyst | America Online (AOL) Nov 2002 – Dec 2006**

*Drove 18% improvement in talent hiring visibility (IBM); built QA performance dashboards and drove 20% gain in service accuracy (AOL).*

**KEY ACHIEVEMENTS**

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**Revenue Walk Framework (Google Cloud):** End-to-end ARR analytics model tracking churn, expansion, and customer behaviour across a \$200M+ ARR portfolio; adopted by Finance leadership for quarterly business reviews and board-level strategic planning, with granularity not captured in standard SaaS dashboards.

**ETL & MDM Automation:** Automated MDM workflows, reducing sales plan rollout from several days to 30 minutes.

**M&A Data Integration:** Led Mandiant post-acquisition integration into Google Cloud with 100% data integrity, including data submissions for U.S. Department of Justice regulatory review.

**TECHNICAL SKILLS**

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<b>BI &amp; Visualization</b>	Power BI, Looker, Tableau, OBIEE, LookML, DAX , Excel (Advanced)
<b>Cloud &amp; Data Platforms</b>	BigQuery, Google Cloud Platform (GCP), SQL Server, Salesforce, Siebel
<b>Languages</b>	SQL, Python, VBA
<b>Data Engineering</b>	ETL Pipeline Design, Datamart Architecture, Query Optimization, Data Warehousing, Data Modeling
<b>Analytics Methods</b>	Statistical Modeling, Predictive Analytics, Forecasting, Cohort Analysis, A/B Testing
<b>Governance &amp; Security</b>	Data Governance, RLS, ACL Policies, Data Quality Management, Regulatory Compliance
<b>Dev Environments</b>	Jupyter Notebooks, PyCharm, VS Code
<b>AI &amp; Analytics</b>	Gemini, Claude, ChatGPT, Lovable

**EDUCATION & CERTIFICATIONS**

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**Bachelor of Engineering, Electrical & Electronics** - Bangalore University (1998–2002)  
 IBM Data Science Professional Certificate | Google Data Analytics Professional Certificate