Younes Meknassi Lagraoui

Data Solutions Manager

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Data and AI solutions manager with 18 years where business meets technology. I turn messy, multi-system data into products people use: pipelines, models and AI agents, each shipped with the evaluation, reconciliation or test that proves it works. I design the architecture, build hands-on with Snowflake, AWS, dbt, Python and AI coding agents, and keep the work tied to a business number.

EXPERIENCE

1-800-GOT-JUNK? (O2E Brands)

Vancouver, BC · Apr 2022 – Present

Data Solutions Manager — Nov 2025 – Present

I lead data products, AI agents and analytics for a North American franchise network, building hands-on with Snowflake, AWS, dbt, Python and AI coding agents.

- Took 9+ Snowflake Cortex AI agents to production (marketing, sales center, finance, franchise performance), each grounded in a governed semantic model and reconciled to finance and Tableau before launch.
- Built an LLM-as-judge audit app in Snowflake that reviews every production conversation (95%+ precision vs. human labels). A model-upgrade evaluation cut response time 42% and cost per answer 36% at equal quality.
- Delivered the data platform for the move from Genesys to Amazon Connect, plus an AI search agent over 165K+ call transcripts.
- Built a LightGBM demand forecast by territory and week, enriched with 110M+ weather observations plus holiday and economic data and explained with SHAP: 14.6% WAPE on held-out data.
- Merged 7.4M accounts into 6.9M unique customers with an identity graph, and automated daily product-pilot reporting across GA4, Salesforce, Datadog, VWO and Stripe on AWS Lambda, with 100% record linkage across 170 markets.
- Launched an automated data-quality scorecard (51 rules) with AI root-cause analysis; one fix raised phone completeness from 4.5% to 32% on 600K+ records.

Program Manager — Feb 2025 – Oct 2025

I led data governance and platform cleanup programs across the Salesforce and Redshift data estate, combining program management with hands-on engineering.

- Led discovery for a CRM data transformation program, mapping the customer data model that became the foundation for a unified customer profile.
- Designed a Salesforce archiving framework covering 30M+ records: it predicts what each deletion removes and leaves orphaned, takes an audited backup first, and forecasts storage growth by object.
- Prototyped a multi-pass restore tool for 7.5M+ records that handles records referencing each other, 3–5x faster than the first version.
- Standardized ~3,000 messy country and state values with a fuzzy-matching and validation pipeline (Python, rapidfuzz, KNIME); all 70 test cases pass.
- Prototyped an LLM classifier for 80K+ commercial accounts in which two models cross-check each other, so only disagreements go to human review.

Data & Analytics Project Manager — Apr 2022 – Jan 2025

I managed data and analytics projects end to end while leading the technical work hands-on in SQL, KNIME and Tableau.

- Led the design of exact and fuzzy address matching across 7.8M residential accounts, with merge rules for 286 fields: 769,550 duplicate accounts removed, and the share of customers recognized as repeat customers doubled (3.75% to 7.34%).
- Automated deduplication end to end, with twice-weekly match files split by confidence, automatic high-confidence merges and false-positive review; extended it to three brands and to commercial accounts.
- Led the program that moved two brands out of a shared Salesforce org into their own orgs, with an implementation partner: about 16M records migrated, 99.97% loaded cleanly, no critical issues after go-live.
- Designed a metadata-driven dependency analysis (KNIME and Redshift SQL) that traced parent links up to 9 levels deep and produced clean load sets when loads stalled; 90% of integrity issues were fixed in two weeks.
- Cut the cost of a schedule change by ~70% by moving deployment work in-house, and chose a migration tool with no license cost.
- Moved web analytics from Universal Analytics to GA4 with daily BigQuery feeds, and brought Genesys contact-center data into Redshift and Tableau for sales center leaders.

Sierra Wireless

Jan 2021 – Mar 2022

Business Intelligence Analyst

A mix of business analytics, project management and BI development.

- Answered business questions with data, from framing the question with stakeholders to presenting the analysis.
- Managed BI projects from requirements to delivery: scope, priorities and timelines.

- Built reports and dashboards hands-on as a BI developer.

Procter & Gamble

Remote · Dec 2019 – Mar 2020

Business Intelligence Consultant (freelance)

A short mission to simplify the Sales & Operations Planning process.

- Transformed and automated the demand-planning reports used in Sales & Operations Planning.
- Significantly reduced the complexity and time needed to complete the sales forecast, and substantially improved data quality.

Smart Building Systems

Casablanca, Morocco · Mar 2018 – Jan 2020

Founder, Technical Lead Project Manager

I founded a low-voltage installation and engineering company and led its projects.

- Hassan II Mosque, Casablanca: network cabling, Wi-Fi, DECT, CCTV, fire alarm, access control, parking management and building management systems for the parking areas.
- Orbis Holding headquarters, Rabat: designed and built a new data center and migrated the existing infrastructure into it.
- Everis (an NTT Data company), Tétouan: network cabling, IDF, CCTV and access control for a new office.
- Medical clinic, Marrakech: engineering design for network, Wi-Fi, CCTV, access control and security alarm, fire alarm, TV distribution, time distribution and medical alarm.

Procter & Gamble

May 2008 – Jun 2017

IT Project Manager

Jul 2015 – Jun 2017

End-to-end supply-chain transformation projects in SAP across India, the Middle East and Africa.

- Accountable for business results, spending and timing on 3 major transformations in 2 years; all met their business benefits and were delivered on time and on budget.
- Implemented process changes in SAP with multi-functional business and vendor teams, making sure the right people were appointed, involved and able to deliver.

Business Intelligence Analyst, North Africa

Oct 2008 – Jun 2015

Data and BI tools that generated $1.5M+ in yearly value.

- Built indirect sales reporting for 97% of the business from scratch in 4 years: daily store-level sales for 65K+ stores from 2 major distributors across 3 trade channels, and weekly store-level sales for 160 stores of 4 major domestic customers.
- Led data gathering end to end, from negotiating information sharing with external partners to touchless, automated data acquisition.
- Replaced manual reporting with dashboards and reports for real-time performance tracking, and defined master data, KPIs, data security and governance rules with the business teams.
- Ran data warehouse development projects and resolved data-integrity issues in relational and multidimensional databases.
- Trained and supported users toward self-service analysis, remotely and on site in Nigeria, Egypt and Algeria, and presented business status to senior leadership.

IT Project Coordinator

May 2008 – Sep 2008

SKILLS

Data engineering & platforms. Snowflake, dbt, SQL, Python, AWS (Lambda), Redshift, BigQuery, KNIME, Fivetran, Salesforce data, Data migration, Data quality & governance, Deduplication & identity resolution

AI & machine learning. Snowflake Cortex AI agents, Semantic models, LLM evaluation (LLM-as-judge), Retrieval-augmented generation, LightGBM, SHAP, Demand forecasting, A/B testing & quasi-experiments, Monte Carlo tree search

Analytics & BI. Tableau, GA4, Streamlit, KPI design, Contact-center analytics (Genesys, Amazon Connect), Sales reporting

Software & cloud. AI coding agents (Cursor, Claude Code, MCP), C# / .NET, Unity, Azure Functions, Azure SQL, PlayFab, Photon

Delivery & leadership. Program and project management (PMP), Agile delivery, Executive stakeholder management, Vendor and partner management, Requirements and discovery, Training and change management

CERTIFICATIONS

Project Management Professional (PMP)
PMI, 2019

Microsoft Certified: Azure Fundamentals
Microsoft, 2021

EDUCATION

B.Sc. Mathematics & Computer Science
Mohammed V University, Rabat, Morocco

LANGUAGES

English (fluent), French (fluent), Arabic (native)