



Mario Gebrael

Data Analyst

I am a professional in data and business management with over 2 years of extensive experience in operations and project development. My logic driven thinking and my growth mindset have been sharpened through my Business School education and my post-diplomas in Data Analytics. My multidisciplinary background, combined with energy and motivation, allow me to efficiently tackle challenging projects. I am equipped with excellent communication skills in three languages, high work ethics, and a strong sense of leadership. Currently based in Lebanon, willing to relocate to any required job location.

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📍 Tannourine, Lebanon

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WORK EXPERIENCE

Data Analyst

Granny Flat Solutions · Freelance

04/2022 - Present

Sydney, New South Wales, Australia

- Translate business requirements into data models that have been used by stakeholders using visualization software including Tableau and Power BI.
- Perform statistical tests and analyze all the outputs using Python.
- Ensure 100% accuracy of data collection and data reporting with all the needed analysis and explanation.

Data Analyst

Tannourine Roastery

02/2021 - 03/2022

Lebanon

A nuts factory with ~15+ employees serving roasted nuts across the middle east.

- Calculated suitable key performance indicators (KPIs) based on data sources capabilities, stakeholder's requirements, and the industry benchmarks.
- Drove business impact with actionable insights by identifying key opportunities and trends through cross-sectional quantitative analysis of data streams that increased sales and decreased disposals by 5% and 10% respectively during the first year.
- Built data ingestion through extraction and cleaning of client data with SQL and Excel for marketing use cases that lifted ROI by 4 basis points.

Business Administrator

Tannourine Roastery

11/2019 - 02/2021

Lebanon

- Reduced unnecessary business expenses by 5% within 1 year.
- Worked with the product development team, performed market research and provided fair pricing that helped to increase client list by 20% in 2020.
- Achieved a monthly average score of 85% based on client satisfaction surveys by applying critical thinking.

Freelancer

Online Language Tutor - Italki

- Taught and organized more than 450 one-to-one lessons.
- Connected with more than 100 international students.
- Ranked five out of five stars tutor based on student satisfaction in communication and creative presentations.

EDUCATION

Bachelor of Business Administration in International Business Management

Lebanese International University

10/2017 - 06/2021

TECHNICAL SKILLS

R-Programming

Excel / Google sheets

SQL

Python

Power BI

Tableau

PROJECTS

Bellabeat - High-tech company

- Clean, analyze, and visualize data in Excel and R to identify trends about how consumers are using their smart devices.
- Provide recommendations and apply insights to the company's marketing strategy to unlock new growth opportunities.

Cyclistic - Bike-share company

- Analyze and visualize the data in R to show the difference in usage patterns of regular riders and annual members.
- Design a new marketing strategy to convert casual riders into annual members.

CERTIFICATES

Google Data Analytics Professional Certificate (11/2021 - 05/2022)

Intensive data analytics program covering presentations, Spreadsheets, SQL, Tableau and R Programming, in addition to soft skills. Over 6 months of lectures, workshops, and projects.

LANGUAGES

English

Full Professional Proficiency

French

Full Professional Proficiency

Arabic

Full Professional Proficiency

INTERESTS

Reading

Hiking

BodyBuilding

Meditation