

SUMMARY

Curious by nature and analytical by mindset, I enjoy transforming complex datasets into clear business decisions. Computer Science graduate with hands-on experience in SQL, Power BI, Python, and Excel. Built data analytics projects focused on revenue leakage, customer churn, inventory risk, and customer segmentation, delivering actionable insights through dashboards, KPI reporting, and business intelligence solutions.

SKILLS

Technical Skills

- SQL (MySQL, Joins, Aggregations)
- Power BI (DAX, Dashboard Development, KPI Reporting)
- Excel
- Python (Pandas, NumPy)
- Tableau

Analytical Skills

- Data Cleaning & Validation
- Data Visualization
- KPI Development
- Business Analysis

Tools

- Power BI, Tableau, MySQL, Excel, Jupyter Notebook, VS Code, GitHub

PROJECTS

Revenue Leakage Analysis Dashboard | Power BI, SQL, Excel

- Developed a 4-page Power BI dashboard covering receivables, inventory, operations, and executive KPIs.
- Identified revenue leakage drivers, operational bottlenecks, and profitability risks.
- Delivered recommendations to improve operational efficiency and financial performance.

Customer Churn Analysis Dashboard | Power BI, Power Query, DAX

- Built an interactive dashboard to analyze churn behavior, customer segments, and retention opportunities.
- Identified key churn drivers including contract type, internet service, and payment method.
- Recommended strategies to improve customer retention and reduce churn.

Customer Segmentation Analysis | Python, Pandas, Scikit-learn

- Applied K-Means clustering to segment customers based on purchasing behavior and commercial value.
- Identified high-value, loyal, frequent-buyer, and at-risk customer groups.
- Delivered data-driven recommendations for retention, upselling, and loyalty strategies.

Inventory Risk & Dead Stock Analysis Dashboard | SQL, Power BI, DAX

- Developed an inventory analytics dashboard to identify dead stock and aging inventory risks.
- Analyzed inventory turnover and category-level performance using SQL and DAX.
- Recommended actions to reduce inventory costs and improve stock management.

EXPERIENCE

Middle East Airlines – Beirut | Intern (Computer Science) (Jul 2025– Sep 2025)

- Developed analytical dashboards to monitor operational performance and passenger-related trends.
- Assisted in integrating and transforming operational datasets for reporting and analysis.
- Supported workflow optimization initiatives through data visualization and reporting.
- Delivered actionable insights and reports to support data-driven decision-making.

UNICEF Lebanon – KFW Project | Data Collector (Nov 2025– Feb 2026)

- Collected and validated field data across multiple Lebanese regions.
- Maintained data quality standards and reporting accuracy.
- Supported monitoring and evaluation activities through structured data collection and verification.

EDUCATION

ARAB OPEN UNIVERSITY
Beirut, Lebanon

Bachelor of Science in Computer Science (Jul 2022– Sep 2025)

CERTIFICATIONS

- Advanced Analytics With PowerBI (edureka!)
- Introduction to Data Analytics (IBM)
- Data Analyst Capstone (Simplilearn)
- Tableau Training (Simplilearn)
- SQL (Simplilearn)
- Business Analytics with Excel (Simplilearn)

VOLUNTEER EXPERIENCE

- Civil Defense Volunteer (Oct 2024 – Present)
- Scout Leader (Jan 2021 – Present)

LANGUAGES

- Arabic (Native)
- English (Advanced)
- French (Advanced)