

Hussein Bechara

Telecommunication Engineer

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Summary

During my tenure at Apliman Technologies DMCC, I managed client relations, utilizing Power BI, Tableau, and SSRS for revenue analysis and reporting. Implementing SDLC, I optimized customer flows and ROI through acquisition channels, refining strategies with campaign data for growth. In a previous role, I collaborated on custom solutions integrating data-driven insights for Value Added Services, creating journey maps, ensuring maintenance, managing SDLC, optimizing SQL databases, and automating reports for enhanced service and feedback analysis.

Work Experience

Data Business Analyst

March 2024 – Present

Apliman Technologies DMCC

Dubai, UAE (Remotely)

- Manage external and internal relations to develop and maintain client business needs and objectives.
- Responsible for revenue data analysis using Power BI, Tableau, and SQL Server Reporting Services (SSRS) to create and manage automated reports and dashboards for actionable insights.
- Work on ETL (Extract, Transform, Load) processes to ensure data accuracy, consistency, and readiness for reporting.
- Utilize Power Automate to streamline report automation workflows, reducing manual tasks and improving reporting efficiency.
- Create and manage customer flows using the SDLC model for Apliman services.
- Maximize performance and ROI through existing user acquisition channels.
- Utilize campaign data for optimization purposes.
- Optimize products to enhance acquisition and reduce churn.
- Analyze data to provide insights, suggestions, and solutions for revenue enhancement.
- Play a vital role in detecting and solving technical issues and regressions impacting revenue.
- Conduct market and competitor analysis to identify opportunities for revenue growth.

Value Added Services Engineer & Journey Builder

Nov.2022 – March 2024

Apliman Technologies DMCC

Dubai, UAE (Remotely)

- Collaborate with clients, Marketing and Sales departments to understand their unique business needs and objectives.
- Develop custom solutions to meet specific client requirements, integrating data-driven insights.

- Create customer journey maps and analyze user interactions to identify pain points and opportunities for improvement.
- Offer proactive maintenance and updates to prevent potential disruptions.
- Generate regular reports on service usage, performance metrics, and customer feedback to track and measure the effectiveness of value-added services.
- Responsible for generating Software Development Life Cycle reports related to planning, requirements analysis, development flow related to services, test cases, debug, and deployment.
- Develop, maintain, and optimize SQL databases, ensuring data integrity and performance while streamlining ETL (Extract, Transform, Load) processes for data migration and transformation.
- Create, and manage, automated reports and dashboards using company developed Database tools.

Telecom Engineer Intern

Aug. 2022 – October 2022

OGERO

Beirut, Lebanon

- Design exchange facilities including buildings, civil works, primary and secondary cables, cabinets, MDFs, and cable vaults.
- Provide telecom services via copper cables, including ADSL, VDSL, HDSL, and EFM.
- Deploy fiber optic cable services, encompassing FTTC, FTTB, FTTH, and FTTO technologies.

Education

Master of Engineering in Telecommunication Engineering Sept. 2019 – July 2024

Lebanese University

Beirut, Lebanon

Skills

Software Skills: Power BI, Power Automate, Packet Tracer, Routing & switching, APIs, MySQL, OOP, Network / Internet Protocols, Visual Studio, Microsoft Suite.

Programming Languages: DAX, C/C++, Python, HTML, CSS, JavaScript, Dart, MATLAB. AutoCAD, R, M.

Operating Systems: Linux, Windows

Certifications

Comprehensive Database and Data Management

Dec. 2023

Lebanese American University

Languages

Arabic: Native

English: Proficient

French: Proficient