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SUMMARY

Microsoft Certified Power BI Data Analyst Associate with over **5 years** of experience in **data analysis, reporting, and data management**. Holds a **Bachelor's Degree in Business Administration (Majoring Management)** and demonstrates strong business understanding combined with advanced data modeling skills. Proficient in **Power BI (DAX, Power Query), SQL, Python, Microsoft Excel, VBA, and data visualization**. Experienced in designing and maintaining scalable dashboards, managing datasets, and supporting decision-makers with actionable, data-driven insights. Committed to up-to-date data analysis practices and learning.

CORE SKILLS

- **Power BI:** Microsoft Certified Power BI Data Analyst Associate since 2021; skilled in DAX, Power Query (M), and custom visuals.
- **Data Modeling & Report Development:** Proficient in building scalable, high-performance data models and interactive reports.
- **SQL:** Experienced in extracting, organizing, and analyzing data to support KPIs, dashboards, and business performance reporting.
- **Data Reliability & Efficiency:** Focused on improving the accuracy, consistency, and performance of data used for operational and management reporting.
- **Python Custom Visuals:** Use Python including NumPy, Pandas, SciPy, Seaborn, and Matplotlib to support data analysis and create custom Power BI visuals that improve reporting clarity, insight discovery, and performance monitoring.
- **Statistical Exploration & Pattern Recognition:** explore statistical distributions to understand how data is distributed, identify patterns and outliers, and recognize concentration effects (such as Pareto Pattern "few items driving most results"). Use these insights to highlight priorities, performance drivers, and improvement opportunities.
- **Business Intelligence & Decision Support:** Translate complex data into concise reports and KPIs for cross-functional teams and executives.
- **Data Mining & Statistical Analysis:** Capable of extracting patterns from large datasets and applying statistical techniques to uncover trends and inform business strategy.
- **Predictive Analytics & Data Strategy:** Familiar with forecasting models and aligning data work with long-term business goals.

- **Data Profiling & Data Summarization:** Skilled in data quality assessment and in summarizing large datasets for executive reporting and insights.
- **Excel for Analysis:** Advanced use of Excel functions for data cleaning, building dynamic reports, and generating performance insights.
- **Communication & Collaboration:** Work closely with stakeholders to understand business needs and deliver accurate, timely insights.
- **Bilingual:** Fluent in Arabic and English.

PROFESSIONAL EXPERIENCE

Jan 2019 – Present

Freelance Data Analyst

Self-Employed

- Developed interactive Power BI reports for retail clients consolidating rows of sales and inventory data, resulting in a **reduction in monthly report preparation time** and empowering executives to make data-driven marketing and purchasing decisions.
- Designed automated Power BI reports for clients by integrating data from Excel files, SQL databases, and web sources; utilized custom DAX logic and Power Query steps to implement dynamic reporting by year and month, enabling real-time capital tracking (losses vs. gains), inventory flow (purchasing vs. selling), sale performance (actual vs. target), **reducing manual work**.
- Optimized Power BI data models using best practices (star schema, relationship handling, calculated columns vs. measures), **improving report load times** and achieving a report adoption among end-users.
- Formulated and monitored key performance indicators (KPIs) to help clients evaluate operational performance, using data interpretation techniques to support data-driven experimentation by **analyzing A/B test results to assess different strategies**.
- Executed data profiling, cleansing, transformation, and integration from diverse sources, **reducing manual data preparation time and increasing report accurac.**
- Engineered compelling data visualizations and implemented data storytelling techniques to present trends and KPIs in a narrative format, helping clients **identify cost-saving opportunities and track progress toward business goals**.
- Implemented advanced analytics features (e.g., dynamic filtering, custom DAX measures) that delivered **actionable insights** with a direct impact on marketing and operations.
- Collaborated with clients across industries (retail, services, education) to **translate business needs into technical solutions with high user adoption**.

Jul 2015 – Jan 2018

Loss Prevention – Distribution Center Team Leader

Alshaya Group

- Responsible for conducting the Plan Based and Activity driven Perpetual Inventory within the retail distribution center.
- Conduct activity-driven plan, & PI process throughout the year and minimize overall shrinkage.
- Investigating discrepancies and logging them out.
- Monitoring all the transactions and activities within the inventory of all brands.
- Report Daily PI outcome to Operation & Loss Prevention departments, as well as weekly, monthly, quarterly PI status reports and Activity-Driven plans reports.
- Follow up on daily PI stock variance adjustments, and on Activity-Driven stock variance adjustments and rectification.
- Insuring PI Cycles are complete within respective deadlines.
- Auditing Garment Care, Storage, & handling of products.
- Auditing Health & Safety procedures within the distribution center.

EDUCATION

Sep 2010 – Jun 2014

Bachelor of Arts (BA), Business Administration and Management
([Student Rank: 3rd out of 84 Students, with GPA 3.46 out of 4](#))

Beirut Arab University

CERTIFICATIONS

- [Microsoft Certified: Power BI Data Analyst Associate – Microsoft](#) (2021 - present)
- AI Starter Kit Professional Program – American University of Beirut Abdulla Al Ghurair Hub for Digital Teaching and Learning (March 2026)
- [Snowflake Badge 1: Data Warehousing Workshop – Snowflake University](#) (2025)
- [Excel/VBA for Creative Problem-Solving Specialization – Coursera](#) (2020)
- Microsoft Learn Trophies: Achieved level 10 XP level with 20+ completed Microsoft Learning Paths spanning 80+ modules in the data domain, specifically analytics. (2020 – Present) [Click here to see candidate's Microsoft Transcript.](#)
- **LinkedIn Learning Certifications:** Data Analytics, Data Visualization, Problem Solving with Computational Thinking, and more.

HONORS & AWARDS

- [Certificate of Appreciation \(Champion\) – M.H. Alshaya Co. \(2016\)](#)
Received for demonstrating the Alshaya core value of "Thinking Big."

HOBBIES & INTERESTS

Long walks for reflection and creative thinking, immersive reading (Geopolitics and self-improvement), and gardening for patience, timing, and growth monitoring.