

# MOHAMMED EL HABACH

Data & Business Intelligence Analyst

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## PROFESSIONAL SUMMARY

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Specializes in analytics engineering, marketing performance measurement, and BI development, backed by a computer science degree. Builds unified pipelines across CRM, product analytics, and mobile attribution, then turns them into dashboards that inform retention, acquisition, and budget decisions at leadership level. Microsoft-certified in Power BI, with delivery experience in SQL, BigQuery, Tableau, and GA4 plus hands-on product ownership from discovery through MVP definition in Agile delivery teams.

## CORE COMPETENCIES

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- **Data Analysis & Reporting:** SQL, BigQuery, Excel, Google Sheets, GA4, Google Tag Manager, Adjust (mobile attribution)
- **BI Platforms:** Power BI, Tableau, Data Studio
- **ETL & Data Integration:** SSIS, SSAS, SSMS, data modeling, pipeline automation, MySQL, MongoDB

## EXPERIENCE

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### Data Analyst

Dubai, United Arab Emirates (Remote)

*Interesting Times*

*Jan 2026 – Aug 2026*

- Cut paid marketing spend 35% after analyzing campaign performance across acquisition channels to isolate budget that was not converting.
- Built an in-house BI platform using AI-assisted development (Claude Code) that removed third-party licensing costs and gave Marketing and Product self-serve access to funnel data.
- Owned Tableau reporting on acquisition, activation, retention, and campaign performance for a Saudi navigation platform with 1.8M+ users, used by leadership to track its super-app expansion.
- Consolidated CRM, product analytics, and Adjust mobile attribution into one SQL and BigQuery pipeline; manual data pulls dropped out of the reporting cycle entirely.
- Implemented GA4 and Google Tag Manager event tracking with a custom event architecture, then fixed the collection and attribution gaps distorting behavioral measurement.
- Aligned metric definitions with Marketing, Strategy, and Engineering so every report traced back to an agreed business objective.

### Business Intelligence Technical Specialist

Dubai, United Arab Emirates (Remote)

*Exceed IT Services*

*May 2024 – July 2025*

- Replaced static reporting with interactive Power BI dashboards that consolidated sales and operational KPIs for real-time stakeholder monitoring.
- Fixed ETL logic defects and ran cross-system data migrations in SSIS and SSMS, which improved pipeline reliability and shortened reporting delays.
- Standardized cleaning, integration, and validation across multiple source systems to protect accuracy downstream.

## ADDITIONAL EXPERIENCE & CERTIFICATION

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### Product Owner Intern

*Apliman Technologies*

Beirut, Lebanon

*Sep 2025 – Oct 2025*

- Drove discovery for the Campaign Template Library feature in aiReach, using market research and SWOT analysis to set MVP scope and sequence post-MVP phases.
- Defined success KPIs and mocked up the tracking dashboard so stakeholders had a measurement plan before build started.
- Mapped user personas and journeys, then translated them into epics, user stories, and wireframes for two primary personas in an Agile environment.

### Microsoft Certified: Power BI Data Analyst Associate (PL-300)

*Microsoft*

Online

*November 2024*

### Front-End Web Developer Intern

*Creoshift*

Beirut, Lebanon

*January 2024 – March 2024*

- Turned high-fidelity wireframes into responsive production interfaces with Next.js, Tailwind CSS, HTML, and CSS, alongside UI/UX designers.
- Shipped features on two-week Agile sprints, with daily stand-ups and sprint planning to hold release dates.

### Full Stack Web Developer

*Codi-Tech – Bootcamp*

Beirut, Lebanon

*March 2022 – October 2022*

- Engineered and deployed full-stack applications combining ReactJS front ends with Node.js/Laravel back-end logic.
- Built and integrated RESTful APIs for features like authentication, user management, and content delivery, ensuring secure data exchange.

## EDUCATION

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### Bachelor of Science in Computer Science

*Lebanese International University*

Beirut, Lebanon

*October 2018 – June 2021*

- GPA: 3.97 / 4.0