MOAZ SHAKER ABDELHAMID

Data Analyst | BI Specialist | RPA Developer | Technical Instructor

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PROFESSIONAL SUMMARY

Results-oriented Data Analyst and BI Specialist with expertise in translating complex data into actionable business insights and strategic visualizations. Highly proficient in Power BI (DAX), SQL, Python (Pandas/NumPy), and data modeling, with a proven ability to enhance organizational efficiency. Certified in Microsoft PL-300 (Power BI) and Google Cloud. Strong instructional background in creating detailed technical documentation and mentoring teams, demonstrating an ability to effectively communicate data findings to both technical and non-technical stakeholders.

TECHNICAL SKILLS

- **Languages:** Python, SQL, C#, JavaScript.
- **Cloud & Tools:** AWS, Google Cloud Platform (GCP), Microsoft Fabric, Docker, Git.
- **Automation:** UiPath (Advanced/Certified), Robotic Process Automation (RPA), Visio.
- **Databases:** PostgreSQL, SAP, MongoDB, Data Warehousing (Star Schema/Dimensional Modeling).
- **Analysis & Visualization:** Power BI (Advanced, DAX, Modeling), SQL (Analytical Functions), Python (Pandas, NumPy, Matplotlib), Excel, Tableau.
- **Data Warehousing:** Dimensional Modeling, Star Schema, ELT/ETL Concepts, PostgreSQL, Microsoft Fabric.
- **Automation & RPA:** UiPath (Certified), Robotic Process Automation (RPA), Process Mapping (Visio).
- **Cloud & Concepts:** AWS, Google Cloud Platform (GCP), Docker, Git, Big Data Fundamentals (Spark/Hive).
- **Big Data & Engineering:** Apache Spark, Hadoop, Kafka, Hive, HDFS, ETL/ELT Pipelines.

PROFESSIONAL EXPERIENCE

Merchandising Data Analyst | UHC - Nice   Sept. 2025 – PRESENT

Khobar, KSA

- Developed and deployed interactive Power BI dashboards and reports, providing key stakeholders with real-time visibility into business performance and KPIs.
- Utilized advanced SQL analytical functions and Python to extract and prepare complex datasets, supporting ad-hoc analysis requests from business units.
- Conducted rigorous data quality checks and validation processes to ensure the accuracy and reliability of all reported metrics.
- Collaborated directly with business analysts to define reporting requirements, translating raw data into meaningful and actionable reports.
- "As-Is" and "To-Be" analysis to recommend future solutions aligned with organizational efficiency goals.

Data Analyst & BI Specialst | Lazurde Group   Jan. 2024 – Oct. 2025

Riyadh, KSA

- design and deployment of 10+ executive-level Power BI dashboards (PL-300 standard), enabling real-time monitoring of sales, inventory, and supply chain KPIs.
- Ad-Hoc Analysis: Conducted deep-dive analytical projects using Python and advanced SQL to investigate performance anomalies and provide data-backed recommendations, influencing a **5% increase in inventory efficiency**.
- Owned the data dictionary and established data quality checks, ensuring consistency and reliability across all departmental reports and metrics.
- Collaborated with department heads, Marketing, and Finance to refine business questions and translate them into technical requirements and clear visualization concepts.

Data Analyst | Field Tech   Aug. 2023 – Dec. 2024

Riyadh, KSA

- Defined and implemented core business KPIs and performance metrics across 5 operational departments, resulting in a centralized tracking system for management reviews and strategic goal setting.
- Designed and led training sessions for non-technical teams on Power BI dashboard usage and data interpretation, empowering over 20 end-users to self-service their reporting needs.
- Executed comprehensive workflow analyses using **Visio and RPA tools** to identify and streamline pain points, successfully improving data flow and reducing cycle time for key compliance processes by **12%**.
- Functioned as the liaison between technical developers and business stakeholders, documenting detailed functional and non-functional requirements for new analytical tools and data integration projects.

Associate Data Analyst | Makasab Marketing Agency   Jan 2022 – Dec. 2022

Sheikh Zayed, Egypt

- optimized **5+ cross-functional business processes**, significantly reducing operational redundancies and improving workflow throughput.
- Created detailed workflow diagrams and process manuals using Visio, enhancing clarity and **reducing onboarding time** for new employees (Crucial for Instructor roles).
- Conducted "As-Is" and "To-Be" process mapping to identify inefficiencies, recommending solutions that aligned technical execution with organizational goals.
- Developed and maintained process metrics dashboards in Power BI, enabling data-driven decision-making for senior stakeholders.

KEY PROJECTS 🔗

1. Revenue & Budget Optimization Portfolio

- Focus: Financial Forecasting, Marketing Budget Reduction, Retail Profitability.
- Tech Stack: Advanced SQL, Power BI, Excel Modeling.
- Details: Led analytical initiatives to optimize online sports retail revenue and developed models to forecast savings for a travel insurance company. Leveraged complex SQL queries and scenario modeling to identify budget savings opportunities to quantify your actual savings/ while maintaining sales performance.

2. HR Attrition & Employee Performance Analytics

- Focus: Human Resources Strategy, Employee Retention, Operational Insights.
- Tech Stack: Power BI (DAX, Power Query), Advanced Data Modeling.
- Details: Built a dedicated HR Attrition Analytics solution to analyze employee turnover causes. Provided drill-through insights on role performance and champion effectiveness, enabling management to make data-backed decisions on retention strategies and improve workforce stability.

3. Enterprise-Level Dashboard Suite (E-commerce & Healthcare)

- Focus: Real-time KPI Tracking, Operational Efficiency.
- Tech Stack: Power BI, SQL, Large Dataset Handling.
- Details: Designed and deployed critical dashboards, including the Online Superstore Performance Dashboard (sales/profit/product trends) and the Emergency Room Admission Dashboard (patient flow/throughput).

4. Customer Experience & Sentiment Analysis

- Focus: Unstructured Data Analysis, Service Improvement.
- Tech Stack: Python (Text Analysis), Power BI, Data Cleansing.
- Details: Performed detailed analysis of Las Vegas Hotels Reviews and general Hotel Booking Analysis Reports. Utilized Python to analyze sentiment and identify small, recurring service details that negatively impact guest experience, providing specific, actionable feedback to hospitality clients.

5. Data Modeling, BI-Optimized Cleaning, and Survey Analysis

- Focus: Data Quality Assurance, Modeling Optimization.
- Tech Stack: SQL, Star/Snowflake Schemas, Power Query, Product Survey Data.
- Details: Structured complex relational data using both Star and Snowflake schemas to optimize reporting speed. Performed rigorous data cleaning on raw outputs to ensure 99% data integrity and optimal usability within BI tools.

6. End-to-End ETL Pipeline Orchestration

- Focus: Data Engineering Workflow, Automation.
- Tech Stack: Apache Airflow, PostgreSQL, Python (Pandas).
- Details: Developed an end-to-end ETL pipeline orchestrated by Apache Airflow. This pipeline automates sales data extraction, performs transformations (Python/Pandas), and aggregates daily revenue, demonstrating proficiency in managing robust data workflows.

EDUCATION & CERTIFICATIONS

EDUCATION

- **Bachelor of General Business Administration (BBA), Zagazig University, Excellent with Honors (2021)**
- **ITI Business Analysis & IA Development Track-9 Months.**
- **FWD Data Engineering Nanodegree**

CERTIFICATIONS

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

Google Cloud: Professional Data Engineer

UiPath: Automation Developer Professional & Associate

LANGUAGES

Arabic (Native) | English (Professional Working Proficiency)