

MOAZ SHAKER ABDELHAMID

Data Analyst | BI Specialist | Data Modeling | ETL Automation

+966575809340 • Moazshaker121@Gmail.Com • Khobar, Saudi Arabia (available to reallocate)

Summary

Data Analyst | BI Specialist | RPA Developer | Technical Instructor Results-oriented Data Analyst and BI Specialist with expertise in translating complex data into actionable business insights and strategic visualizations. 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 communicate data findings to both technical and non-technical stakeholders.

Key Achievements

 Revenue Optimization Success Increased online sports retail revenue by 15% through advanced analytical models using SQL.	 Dashboard Deployment Efficiency Developed dashboards improving decision-making speed by 40% for executives.	 Data Integrity Enhancement Enhanced data integrity to 99% through optimized data cleaning methodologies.
--	---	--

Experience

	United Homeware Company - nice Merchandising Data Analyst	Khobar, KSA 11/2025 - Present
- Developed and deployed interactive Power BI dashboards and reports, providing stakeholders with real-time business performance visibility. - Utilized advanced SQL functions and Python to prepare complex datasets for ad-hoc analysis, ensuring data accuracy and reliability. - Collaborated with business analysts to define reporting requirements, translating raw data into actionable insights. - Led analytical initiatives to optimize online sports retail revenue, leveraging SQL and scenario modeling for strategic insights. - Conducted 'As-Is' and 'To-Be' analyses to recommend solutions aligned with organizational efficiency goals. - Developed predictive models to forecast potential savings for a travel insurance company while maintaining sales performance. - Identified and quantified budget savings opportunities, enhancing financial strategies.		
	Lazurde Data Analyst & BI Specialist	Riyadh, KSA 01/2024 - 10/2025
- Design and deployment of 10+ executive-level Power BI dashboards (PL-300 standard), enabling real-time monitoring of sales, inventory, and supply chain KPIs - 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		
	Fieldtech Data Analyst	Riyadh, KSA 01/2023 - 12/2024
- 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 analyzes 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%. - Liaised between developers and stakeholders, documenting requirements for analytical tools and data projects.		

Experience



MAKASEB

Sheikh Zayed, Egypt

Associate Data Analyst - HR Department

01/2022 - 12/2022

- 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

Education

Zagazig University

Zagazig, Egypt

Bachelor of General Business Administration (BBA)

09/2017 - 05/2021

- Graduated with Excellent Honors.

Languages

Arabic Advanced ●●●●●

English Advanced ●●●●●

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

Big Data & Engineering: Apache Spark · Hadoop · Kafka · Hive · HDFS · ETL/ELT Pipelines

Find me online



GitHub

<https://github.com/Moaz-shaker>



Portfolio

<https://moaz-shaker.vercel.app/>



LinkedIn

www.linkedin.com/in/moazshaker

Projects

Revenue & Budget Optimization Portfolio

Financial Forecasting, Budget Cuts, Retail Profits.

- Boosted online sports retail revenue by 47% through analytical initiatives and travel insurance forecasting models.
- Leveraged complex SQL queries and scenario modeling to identify budget savings opportunities to quantify your actual savings/ while maintaining sales performance.

HR Attrition & Employee Performance Analytics

Human Resources Strategy, Employee Retention, Operational Insights.

- Improved retention by {25%} resulting from implementing HR Attrition Analytics to analyze and address turnover causes.
- Boosted employee retention by implementing targeted retention strategies, improving workforce stability and engagement.

Projects

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

Real-time KPI Tracking, Operational Efficiency.

- Designed and deployed critical dashboards, including the Online Superstore Performance Dashboard (sales/profit/product trends) and the Emergency Room Admission Dashboard (patient flow/throughput).

Customer Experience & Sentiment Analysis

Unstructured Data Analysis, Service Improvement.

- 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.

Data Modeling, BI-Optimized Cleaning, and Survey Analysis

Data Quality Assurance, Modeling Optimization.

- 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.

End-to-End ETL Pipeline Orchestration

Data Engineering Workflow, Automation.

- 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.

Training / Courses

Business Analysis & IA Development Track — ITI

Data Engineering Nanodegree — FWD

Certifications

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

Google Cloud: Professional Data Engineer — Google Cloud

UiPath: Automation Developer Professional & Associate — UiPath