

Profile:

Data-driven Category Analyst with a proven track record of driving sales growth and optimizing marketing strategies. Expertise in analyzing sales data, market trends, and competitive landscapes. Skilled in leveraging digital marketing channels and collaborating with cross-functional teams. Proficient in data analysis and visualization tools.

Education:

Harvard Business School Online

- Digital Marketing Strategy

December 2024

Discover how to acquire and retain customers through paid, owned, and earned media, explore customer engagement techniques, including personalization, storytelling, and community building, and define the right objectives, metrics, target audiences, and value proposition to position your product or service for success.

Suffolk University - Sawyer Business School

Boston, MA

- Master's in business administration and Master's in Sciences Business Analytics.

December 2019

Organization Leadership, Decision Making, SAS program, Database Management SQL, Systems Analysis, Data and Decisions Analysis, Business Intelligence, Business Strategy, Data Analytics and Data Visualization, Understanding World Class Clusters.

Suffolk University - Sawyer Business School

Boston, MA

- B.S. in Management Information Systems with Big Data & Business Analytics Concentration

May 2018

Microsoft Office (Access, Excel, Project, and Visio), Operations Management, SAP ERP Systems, Big Data & Business Analytics, Business Research Methods, Mobile Application Development, and Tableau

Work Experience:

Sary

Dammam, SA

- Business and Category Analyst

2022 –

Drive data-driven decisions by analyzing sales data, brand insights, and competitive pricing to identify growth opportunities and optimize marketing strategies. I collaborate with cross-functional teams to understand business needs, develop effective solutions, and prioritize initiatives. My expertise includes:

- Conducting in-depth business analyses to identify problems, opportunities, and solutions.
- Enhancing data collection procedures to ensure data accuracy and completeness for robust analysis.
- Leveraging advanced analytics tools such as MS Excel, Power BI, Looker, and Tableau to create insightful visualizations and reports.
- Competitive price analysis across digital & wholesale channels.
- Price competitiveness assessments vs. digital & wholesale competitors.
- Market price intelligence for digital & wholesale channels.

Freelance

Dhahran, SA

- Data Consultant

2020 -

Transforming raw data into actionable insights through analysis, modeling, and visualization. Developing data-driven strategies that optimize operations, boost revenue, and improve decision-making. Guiding clients through every step of the data journey, from strategy to implementation.

Rawabi Holding

Khobar, SA

- Database Specialist

2021 – 2022

Responsible for database performance by controlling, evaluating, and solving processing and developing problems. Include designing database components, recovering data for reports, keeping up with secure data backup systems, checking performance on database systems, and debugging database issues. Also, Provides technical support to employees.

Suffolk University

Boston, MA

- IS Teaching Assistant

2017 - 2019

Assist Professors in five Classes, Managing up to 60 Students/Class. Host weekly office hours and give support for students with assignments and projects in Microsoft Excel, Microsoft Access, SQL, Tableau, Teradata, and SAS Visual Analytics, Microsoft Project, Microsoft Visio, Problem Analysis, and Data Modeling. Also, I help students to build a data warehouse and practice the extraction and filtering process used to produce high-quality data warehouses.

Volunteer Experience:

- The Ram Alumni Mentoring Program (Suffolk University)**

2020-2021-2024

As a mentor, my job is to listen carefully to the student's educational and career goals. Also, I share my experience and give advice gained from my experience in university, career, and life to the student.

Licenses & certifications:

Tableau Analyst - Suffolk University Dean's List - SBS Undergraduate Academic Award - SAP University Alliances - Certificate of Appreciation - Tableau 10 for Data Scientists - Excel Essential Training (Office 365) - Future Path Career Essentials - Analyzing Business Requirements for Data Science - Big Data Foundations: Techniques and Concepts - Membership Beta Gamma Sigma - Using Power BI with Excel - SQL Essential Training.

Projects:

The Emerging ERP Product (Bike Project, Super Market Project)	Systems Analyze Projects	MBA Capstone Projects
Microsoft Visio and Project Tutorial Project	Practice Marketing Strategy	Red Sox Dataset Project
Tesla and VW Company Analysis	Access database based on a company	Developing and Reporting Upon Business Intelligence Data Structures