

# SAYED MOUSTAFA

## Senior WORKFORCE ANALYST

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### PROFESSIONAL SUMMARY:

Data Analyst & MIS Specialist with over 10 years of experience in developing comprehensive reporting ecosystems that automate the transformation of complex data into operational assets.

Throughout my tenure with industry leaders like e& UAE and RAYA CX, I have served as a focal point for Management Information Systems (MIS), designing solutions specifically tailored for Workforce Management (WFM) and Customer Service operations.

My custom-built solutions have revolutionized reporting ecosystems by automating massive-scale daily reports, processing distinct datasets, and directly driving significant cost reductions. I specialize in building end-to-end automated reporting engines and interactive dashboards that bridge the gap between technical complexity and business strategy.

Tech Stack: Python, C#, Next.js, SQL, Power BI, and Advanced Excel (VBA).

### TECHNICAL SKILLS:

Business Intelligence Tools: Power BI expertise, Dashboard development, Real-time data visualization

Data Analysis: Advanced statistical analysis, Trend identification, Statistical modeling, KPI development, Data validation and integrity checks

Database & Query Skills: SQL (data extraction, manipulation, and analysis), ETL processes, Data integration

Programming Languages: Python for data analysis, scripting, and web scraping from dynamic websites

Software Proficiency: Advanced Excel with VBA for automation, Data visualization tools

Analytics Methodologies: Data-driven forecasting, Business planning and strategic analysis, Process optimization

Reporting Skills: Design and automate reporting workflows, Performance visualization, Real-time monitoring solutions

Communication Skills: Excellent verbal and written communication, Data storytelling, Cross-functional collaboration

### CORE COMPETENCIES:

SQL data extraction and manipulation

Power BI dashboard development

Python data analysis and scripting

Advanced Excel and VBA automation

Statistical analysis and validation

Business planning and strategic analysis

Data visualization and storytelling

Process optimization and efficiency

Cross-functional team collaboration

Real-time monitoring and reporting

ETL processes and data integration

## WORK HISTORY:

### **e& UAE – Senior MIS Analyst**

*Ajman • 06/2021 - Current*

- Analyzing large datasets to identify trends and provide actionable insights for business strategies.
- Developing and maintaining dashboards and reports to track key performance indicators (KPIs)
- Collaborating with cross-functional teams to enhance data quality and streamline reporting processes.
- Conducting data validation and integrity checks to ensure 100% accuracy and reliability of reports.
- Implemented automatic email notification system to disseminate critical information across 15+ different LOBs within seconds, ensuring timely communication and responsiveness.
- Designed and implemented comprehensive dynamic KPI dashboards using Power BI to track critical performance indicators across various departments.

### **e& UAE - MIS Analyst**

*Ajman • 03/2016 - 06/2021*

Analyze data to support business decisions and generate regular reports and dashboards.

- Design and deploy interactive **KPI dashboards**.
- Generate ad-hoc reports for management stakeholders.
- Visualize complex data using BI tools (e.g., Power BI, Tableau).

### **Raya CX - Workforce Management - MIS Analyst**

*Egypt • 04/2015 - 02/2016*

- Analyzing workforce data to forecast staffing needs and optimize resource allocation
- Creating and maintaining performance metrics to assess workforce productivity
- Collaborating with management to implement training and development programs based on data insights
- Assisting in the development of business continuity plans to ensure service delivery during peak periods
- Applied data-driven approaches to workforce planning and resource optimization

## EDUCATION:

Bachelor's Degree in Languages and Simultaneous Translation

*Egypt • 07/2012*

## LANGUAGES:

English: Proficient

Arabic: Native

## TECHNICAL PROJECTS:

### 1. Automated Executive Bi-Hourly Operational Report

- **The Problem:** Senior Leadership lacks visibility into **intraday** operational performance (Service Level, Abandon Rate, ASA) without manual, error-prone reports that often arrive too late to influence the day's outcome. Relying on executives to log into complex dashboards often results in low adoption.
- **The Solution:** A "Zero-Touch" Python reporting bot that runs automatically **every 2 hours**. It queries the Data Warehouse, calculates the **cumulative** KPIs across all departments, generates a stylized HTML email with conditional formatting (e.g., highlighting missed SLAs in Red), and distributes a polished summary directly to the C-Suite inbox.
- **Tech:** Python (Pandas/Jinja2 for HTML/SMTP), SQL, Windows Task Scheduler.
- **Impact:** Saved 300+ annual analyst hours by retiring manual report compilation and provided leadership with a consistent, error-free "Single Source of Truth" available on their phones **throughout the operational day**.

### 2. Real-Time Intraday Performance Dashboard

- **The Problem:** Waiting for "Yesterday's Report" is too late. Operations managers need to know right now if the Service Level is dropping.
- **The Solution:** A live Power BI dashboard connected to the production database via Direct Query. It visualizes Service Level, Abandon Rate, and Agent Availability in 15-minute intervals.
- **Key Tech:** Power BI (Direct Query), SQL Views, DAX (Time-intelligence).
- **Impact:** Enables immediate tactical decisions (e.g., cancelling breaks) to rescue the Service Level before the day ends.

### 3. First Call Resolution (FCR) Logic Tracker

- **The Problem:** Knowing if a customer called back regarding the same issue is difficult without a complex CRM.
- **The Solution:** A backend SQL logic script that analyzes call logs. It flags a "Repeat Call" if the same phone number calls twice within 72 hours. It then calculates the True FCR rate by team and agent.
- **Key Tech:** SQL (Window Functions/Lag), Python (Data Processing).
- **Impact:** Provides the most critical Customer Experience metric without needing expensive external software.

#### 4. Automated 15-Minute IVR "Pulse" & Call Driver Detector

- **The Problem:** Real-Time Management (RTM) teams often see high queues but lack immediate visibility into the "Why." Waiting for hourly or end-of-day reports to identify a sudden service outage (e.g., a widespread network failure) causes delays in response and destroys Service Levels.
- **The Solution:** A high-frequency reporting engine developed in Python that runs every 15 minutes. It aggregates real-time IVR menu selections, detects abnormal spikes in specific topics (e.g., 500% increase in "Billing Issues"), and automatically emails a "Flash Alert" to the RTM team to take immediate action.
- **Tech:** Python (Pandas/SMTP Automation), SQL, Windows Task Scheduler.
- **Impact:** Shifted operations from reactive to proactive, enabling RTM to deploy emergency IVR announcements or adjust skill routing within minutes, significantly reducing Average Speed of Answer (ASA) during incidents.

#### 5. Automated Quality Sampling & Work Allocation Engine

- **The Problem:** Quality Assurance (QA) officers often "cherry-pick" easy or short calls to evaluate, introducing human bias and skewing quality scores. Additionally, tracking the monthly audit quota (e.g., "5 audits per agent") manually in Excel is time-consuming and prone to errors.
- **The Solution:** A database-driven engine that runs nightly. It automatically selects a statistically representative sample of calls for every agent based on specific logic (e.g., "Select 1 call > 10 mins, 1 Transfer, 2 Random"). The system then pushes these specific Call IDs directly to the QA team's work queue, enforcing what must be audited.
- **Tech:** SQL (Randomized Logic & Window Functions), Python (ETL), SharePoint/Database Integration.
- **Impact:** Eliminated selection bias completely and increased QA team productivity by 20% by removing the time spent "searching" for calls, ensuring 100% quota completion by month-end.