

BASEL GHANEM

Senior Sales Analyst | Power BI Specialist | Data-Driven Strategist Amman, Jordan |
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PROFESSIONAL SUMMARY

Strategic and results-oriented **Sales Analyst with 8+ years of experience** in transforming complex datasets into actionable business intelligence. Expert in **sales forecasting, revenue optimization, and developing interactive Power BI dashboards** that drive executive decision-making. Proven track record in aligning sales performance with corporate strategy, enhancing operational efficiency, and identifying market trends to boost profitability. Highly skilled in **CRM data governance** and cross-functional collaboration between Finance, Marketing, and Sales departments.

EXPERIENCE

Sales Analyst | Dar Al Dawa Development & Investment Co. *Amman, Jordan | Feb 2022 – Present*

- **Performance Analytics:** Lead end-to-end analysis of sales performance and customer behavior to identify emerging market trends and growth opportunities.
- **Strategic Dashboarding:** Develop and maintain advanced **Power BI dashboards** to track real-time KPIs, sales activities, and commercial performance insights for senior management.
- **Sales Forecasting:** Utilize historical data and market research to provide accurate sales forecasts, supporting annual budget preparation and resource allocation.
- **Cross-Functional Alignment:** Collaborate with marketing and finance teams to evaluate the impact of promotional campaigns on actual sales and profitability.
- **Process Improvement:** Drive continuous improvement by monitoring sales operations efficiency and providing recommendations for pricing and commercial strategies.

Warehouse Supervisor | Masafat Distribution *Amman, Jordan | May 2020 – Jan 2022*

- **Operational Excellence:** Monitored order flows and conducted data-driven root-cause analysis to enhance fulfillment accuracy and service reliability.
- **Tracking Systems:** Designed custom tracking tools that improved operational visibility and optimized resource utilization within the supply chain.

Sales Analyst | National Paints Factories Co. LTD. Amman, Jordan | Apr 2018 – Mar 2020

- **Large-Scale Data Integration:** Aggregated and analyzed datasets from 20+ sources to uncover demand patterns and target-market trends.
- **Automation & Efficiency:** Built automated forecasting models and insight dashboards, **reducing manual reporting time by 40%** while increasing report reliability.
- **Revenue Analysis:** Analyzed pricing strategies and promotional impact to ensure alignment with the company's strategic financial plans.

SAP Controller MM | AlMarai (Teeba Investments) Amman, Jordan | Dec 2014 – May 2018

- **Data Governance:** Managed SAP transaction accuracy, ensuring high-quality data integrity for internal reporting and customer-facing processes.
- **Financial Support:** Facilitated month-end activities and resolved data discrepancies to support accurate revenue and profitability reporting.

PROJECTS & ACHIEVEMENTS

- **Power BI Expert:** Delivered **250+ specialized sessions** on data modeling and interactive dashboard storytelling for professional audiences.
- **Professional Trainer:** Trained **1,000+ professionals** in Advanced Excel techniques, automation, and quantitative performance indicators.
- **Digital Transformation:** Supported ERP optimization initiatives (SAP/IFS) to improve data quality, user adoption, and implementation of data governance standards.
- **Communication:** Completed Harvard-based training on impactful presentation skills, specialized in presenting complex data to executive leadership.

TECHNICAL SKILLS

- **Business Intelligence:** Power BI (Expert), Tableau, Looker Studio, Interactive Dashboards.
- **Advanced Analytics:** Sales Forecasting, Trend Analysis, Profitability Modeling, Statistical Analysis.
- **Software & ERP:** Advanced Excel (VBA/Macros), SAP, IFS ERP, CRM Data Management.

- **Core Competencies:** Data Governance, Market Research, Revenue Optimization, Budgeting & Resource Allocation, Continuous Improvement (Six Sigma).

EDUCATION

Bachelor's in management information systems Hashemite University | 2011 – 2014

LANGUAGES

- **Arabic:** Native | **English:** Fluent