MOHAMMED ABDULLAH ALZUBAIDI

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PROFESSIONAL SUMMARY Strategic and results-driven Data Analyst specializing in extracting actionable insights from complex datasets to support digital transformation and data-driven decision-making. Proficient in engineering ETL pipelines, statistical analysis, and developing interactive dashboards using Python, SQL, Power BI, and Tableau. Proven ability to translate raw data into compelling narratives that optimize operational excellence, solve complex business challenges, and drive commercial growth. Strong foundation in stakeholder management, cross-functional communication, and continuous learning.

CORE COMPETENCIES & TECHNICAL SKILLS

- **Data Querying & Programming:** SQL (Joins, CTEs, Subqueries), Python (Pandas, NumPy, Matplotlib, Seaborn), Advanced Excel (Macros, Power Query).

- **Data Visualization & BI:** Power BI (DAX), Tableau, Interactive Dashboard Design.

- **Data Engineering:** ETL Processes, Data Cleansing, Data Validation, Relational Databases.

- **Analytical & Business Skills:** Data Storytelling, Statistical Analysis, KPI Definition, Predictive Analytics, Problem-Solving, Business Strategies, Stakeholder Management.

PROFESSIONAL EXPERIENCE

Freelance Insider *Data Analyst – Freelance (Self-Employed)* | Dec 2024 – Present

- Spearhead data-driven business strategies by analyzing complex datasets to identify trends, mitigate risks, and optimize operational workflows for clients.

- Collaborate with stakeholders to define key performance indicators (KPIs) and deliver actionable insights that solve critical business challenges.

- Design interactive data visualization dashboards that empower management to make informed, real-time commercial decisions.

Knowledge Club *President* | Oct 2023 – Jan 2026

- Led a multidisciplinary team, overseeing all club operations, event planning, and strategic initiatives to foster knowledge sharing and community engagement.

- Managed stakeholder relationships effectively, bridging the gap between members, administration, and external partners.

- Orchestrated data-informed planning for events, significantly increasing engagement and resource allocation efficiency.

Residential Facility *Residential Operations Liaison (Operations Coordinator)* | Sep 2022 – Aug 2024

- Served as the primary liaison between residents and management, ensuring effective communication and the prompt resolution of operational issues.

- Coordinated daily operations and streamlined reporting processes to enhance overall facility efficiency and resident satisfaction.

- Leveraged problem-solving skills to address complex concerns, fostering a well-organized and supportive residential environment.

DATA ANALYSIS PROJECTS

Global Life Expectancy Data Analysis | *Python, Pandas, Seaborn* | GitHub Link

- Conducted comprehensive Exploratory Data Analysis (EDA) on global life expectancy datasets to uncover correlations between demographic, economic, and health factors.

- Executed rigorous data cleaning protocols to handle missing values, inconsistencies, and outliers across international demographic records.

- Developed compelling visual narratives using Python libraries to highlight regional health trends and inform potential policy-making strategies.

Superstore Sales Data Analysis | *Power BI, Tableau*

- Engineered interactive dashboards to visualize extensive retail sales records, enabling real-time tracking of core performance metrics.

- Conducted granular analysis on consumer purchasing behavior to optimize Inventory Turnover and Average Transaction Value (ATV).

- Delivered strategic insights that identified underperforming categories, providing actionable recommendations to improve Gross Margin Return on Investment (GMROI).

Data Integration & Cleansing Pipeline | *SQL, Advanced Excel*

- Built a basic ETL process to extract, transform, and load data from multiple sources into a structured relational database.

- Performed data cleaning using SQL queries and Excel functions to handle missing values, duplicates, and inconsistencies.

- Prepared a clean and organized dataset to support further analysis, reporting, and modeling tasks.

PUBLICATIONS & LEADERSHIP

- **Training Instructor:** Conceptualized and delivered a comprehensive training program, *"Fundamentals of Data Analysis: Frameworks and Methodologies,"* achieving exceptional participant satisfaction rates.

- **Published Author:** Authored an authoritative thought-leadership article in Al-Youm newspaper titled *"Using ChatGPT in Data Writing: When Is It Appropriate?"*, contributing to the discourse on Generative AI integration in data workflows.

EDUCATION Bachelor of Science in Computer Information Systems (CIS)
Imam Abdulrahman Bin Faisal University, Dammam, Saudi Arabia

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