



Mazen El Ghazzawi

Business Data Analyst

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📍 Lebanon - Beirut

Top Skills

- Excel
- SQL
- Python
- Power BI
- Tableau
- JIRA
- Azure

Languages

- English - Fluent
- Arabic - Fluent
- French - Basic
- Russian - Basic

Education

- Management Information Technology

Summary

High skilled and motivated business data analyst with 21 years of experience in Retail, proven track record of leveraging data-driven insights to improve business processes and drive strategic decision-making, seeking an opportunity to contribute my expertise in business analytics skills to a dynamic organization, I've helped my former company to achieve targets in customer satisfaction, market share, stores planogram and products segmentation improving sales revenue up to **3%** in targeted categories and sub categories.

Key Competencies

- Analytical mindset
- Technical Skills
- Business Acumen
- Communication Skills
- Leadership Skills
- Project Management Skills
- Continuous Learner

Experience

Data Analytics Manager

Majid Al Futtaim – Carrefour Saudi Arabia HO (2019 – 2021)

- Data driven decisions contributed to 3% sales revenue growth for selected declining sub-categories in FMCG department improving market share by 2% after 2 months of implementing the decisions in listing and delisting SKUs also improving stores planogram and products segmentation based on regions, demographic distribution and loyalty data.
- In charge of the data analytics section within the Business Development department in Carrefour head office KSA, reporting to the business development manager and VP sourcing, managed a team of 2 Data Analysts. worked closely with stakeholder groups, Data scientists, country CEO, finance GM, sourcing VP, Department heads, merchandise managers and store managers to build business requirements and functional design documents.
- Experienced in data research including surveys, data scrapping and data mining.
- Highly experienced in manipulating and cleaning various resources of data internally and externally like raw data and loyalty data, structured or not structured to find patterns and generate useful insights to help in decision making.
- Experienced in using data analytics tools such as Excel, SQL, Python and Power BI to perform data cleaning, merging and grouping, and data visualization.

IT Service Desk Manager

Majid Al Futtaim – Carrefour Saudi Arabia HO (2017 – 2019)

- Helped establish new processes and procedures on responding to various incidents, significantly increasing response time and improving service, solving 95% of JIRA tickets before deadline, also reducing operational costs.
 - in charge of the IT service desk section within the DOSI department in Carrefour KSA HO, handling 1st line support to end users, JIRA management, on site IT technical support, managing a team of 2 onsite technicians and 2 helpdesk clerks.
 - managed and monitored call center tools, systems, and end users support tracking tools.
 - responsible for keeping the knowledge base up to date with incident reporting and management, performed IT data analytics and generated KPIs shared with stakeholders.
 - provided training and support to end users on all systems available.
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Database Manager

Majid Al Futtaim – Carrefour Saudi Arabia HO (2010 – 2017)

- responsible for reducing data discrepancies from 30% to 2% in a year after been handled this post, pricing survey management improved sales of the affected SKUs by 4% YTD.
- in charge of Carrefour head office KSA database, used IBM AS400 tools for maintaining the Database and performing data analytics using SQL queries and Excel, sharing dashboards and indicators with stakeholders on daily/weekly and monthly basis, managing a team of 4 data entry clerks, reporting to country DOSI GM.
- responsible for SKU creation, supplier creation, promotion campaigns management and pricing.
- responsible for controlling outsource pricing survey results merging it with local data and share results/insights with stakeholders for better decision making in term of pricing and promo campaigns
- providing training to data entry clerks on database tools, data structure and data validation methods, also training to Sourcing team on using the database tools and data validation.

Business Cycle Manager

Majid Al Futtaim – Carrefour Rashid Mall, Al Khobar Saudi Arabia (2005 – 2010)

- maintaining standards on receiving and warehouse areas had reduced shrinkage by 10% in 2009, supplier service level improved by 8% in 2009, leading to better stock availability and over all improving customer satisfaction and sales revenue.
 - In charge of the business cycle and order pool departments in Carrefour Rashid Mall Al Khobar KSA, managed a team of 4 order pool clerks, reporting to store GM.
 - in charge of store process and standards implementations, performing key analytics and generated indicators and dashboards for store management to help in decision making.
 - in charge of store order pool, creating purchase orders and following up supplier service levels.
 - providing standards management training to all store personnel.
 - in charge of operational audits "standards management" on store operations from receiving area to checkouts, ensuring all personnel follow the company policy regarding standards management, reporting the KPIs to store and country management.
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Grey Mackenzie – Spinneys Lebanon (2001 – 2005)

- Manage and oversee the receiving operations for a high-volume retail store
- Supervise a team of 3+ receiving associates, ensuring accurate and timely processing of merchandise
- Maintain inventory accuracy by conducting cycle counts and reconciling discrepancies
- Collaborate with cross-functional teams, including store operations and merchandising, to ensure alignment and achieve business goals
- Implement and maintain quality control procedures to ensure merchandise is received in good condition and meets company standards
- Provide excellent customer service by ensuring merchandise is available for purchase and addressing customer inquiries and concerns
- Manage and monitor the performance of receiving associates, providing coaching and feedback as necessary

Certification

- Google Data Analytics professional
- Google Advanced Analytics Professional
- CompTIA A+
- ILIL foundation
- Azure fundamentals
- Google IT support professional