

Murad Al Nimri

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Personal Profile

Analytical and driven MSc Business Analytics postgraduate with a background in Business Information Technology, combining technical proficiency with strong business acumen. Experienced in delivering data-driven solutions using machine learning, predictive modelling, and visual analytics to support strategic decision-making across different industries. Skilled in Project Management, Python, SQL, and Tableau, with a proven ability to communicate insights clearly and lead collaborative projects. Demonstrates leadership, adaptability, and a proactive approach to problem-solving, with a strong interest in applying AI and data to real-world business challenges. Currently seeking to contribute these skills in a client-facing technology consulting environment.

Education

MSc Business Analytics

September 2024 – September 2025

The University of Nottingham, Nottingham, United Kingdom

Focused on advanced skills in business analytics for decision support, covering modules in Python for business analytics, SQL & Tableau for Data at Scale, machine learning, management science, Leading big data projects, and digital marketing. Led a group consultancy project for a big data project using Agile methodology.

BSc Business Information Technology, (GPA: 76)

September 2020 – February 2024

Princess Sumaya University for Technology (PSUT), Amman, Jordan

Focused on foundational business and IT skills, covering modules like Cloud Computing (e.g., AWS), database management, business intelligence, Python, project management, decision support systems, and business process modelling. Developed a graduation project platform called “Tutorverse”, a digital learning platform for high school students using data analytics and web development skills. Built using Agile principles.

Professional Qualifications

Business Analysis Fundamentals Course, Microsoft

Foundations of Business Strategy Course, University of Virginia

Work Experience

MSc Consultancy Competition, IBM, Nottingham, UK

May 2025 – June 2025

- Led a cross-functional team of five in delivering a strategic consulting project for IBM SkillsBuild, applying project management and leadership skills to coordinate research, client meetings, and deliverables.
- Collaborated with IBM Client Engineering to co-create a strategy aligned with digital credential growth and institutional goals.
- Conducted stakeholder analysis and user journey mapping to identify adoption gaps, using qualitative insight with policy research to inform high-impact engagement strategies.
- Proposed a university-student partnership model backed by micro-credential market trends and government education policy, ensuring strategic fit and scalability.
- Delivered a professional final report, stakeholder-facing presentation, and detailed implementation roadmap, translating research findings into actionable co-branded campaign strategies and ROI-focused KPIs.

Nottingham Advantage Award – Product Challenge, Capital One, Nottingham, UK

January 2025 – March 2025

- Developed a business launch strategy for a simulated start-up scenario, applying business modelling and planning skills to design an annual operational plan under tight resource and deadline constraints.
- Participated in Capital One HQ training sessions, strengthening analytical thinking through real-world case studies in financial modelling, data analysis, and strategic decision-making.

- Conducted market research and SWOT analysis to assess business feasibility, using strategic planning frameworks to craft a profit-oriented growth plan focused on customer acquisition and operational efficiency.

Development Intern, Hakeem International (EHS), Amman, Jordan

July 2023 – August 2023

Hakeem International is part of Jordan's national e-health system, focused on integrating and digitizing healthcare services.

- Designed and developed a web application using PHP and CSS resulting in a more efficient web page that enhanced functionality and user experience.
- Engineered back-end functionality and managed the database using phpMyAdmin and XAMPP, enhancing system reliability and performance.
- Tested and validated API endpoints using Postman, ensuring smooth integration between front-end and back-end systems.

Business Analyst Intern, Black Arrow Logistics, Amman, Jordan

May 2022 – September 2022

- Developed weekly Power BI dashboards to track logistics KPIs, applying data visualization skills to streamline operational reviews and support faster decision-making.
- Conducted exploratory data analysis on delivery performance using Python and SQL, identifying route inefficiencies that led to a 10% improvement in delivery efficiency.
- Collaborated with cross-functional teams to define business needs and deliver insights using data, improving stakeholder alignment and clarity on performance goals.

Extra-curricular Activities

Founder & Trainer, Calisthenics Club, Nottingham

October 2024 – Present

Established a student-led small fitness community in Nottingham to promote functional strength, flexibility, and overall well-being through calisthenics training.

- Initiated and currently lead weekly training sessions for a group of 4, designing personalized routines based on individual goals and physical baselines.
- Applied leadership, coaching, and motivational skills to foster discipline, consistency, and community among participants, resulting in measurable strength and mobility progress.
- Created structured progression plans incorporating mobility, strength, and endurance principles—enhancing both physical performance and long-term habit formation.

Model United Nations (MUN) Delegate & Organizer

2018 – 2023

Participated in multiple international and national MUN conferences (e.g., HAGAMUN, BSMUN, NESMUN, JOMUN), representing countries in committees like WHO, Security Council, and ECOSOC.

- Honed public speaking, negotiation, and presenting skills by drafting resolutions, building coalitions, and presenting national policy under pressure.
- Won Best Delegate for persuasive speech and strategic negotiation in BSMUN'19
- Contributed to event organization and mentorship, supporting new delegates and promoting engagement among younger students

Additional Skills

IT Skills:

- **Programming & Analysis:** Python (Pandas, NumPy, scikit-learn), SQL, Jupyter Notebooks, NLPs
- **Business Intelligence & Visualisation:** Power BI, Tableau (dashboards, storytelling)
- **Machine Learning & Modelling:** Supervised learning, model evaluation, feature engineering
- **Data Handling & Web Tools:** phpMyAdmin, XAMPP, Postman (API testing)
- **Project Tools:** Gantt charts, Agile methodology, Notion

Languages:

- **Arabic:** Native Speaker
- **English:** Fluent (IELTS score 7.5)