OMAR ALIEH

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PROFESSIONAL SUMMARY

A commercially astute Business Analyst with over five years of experience bridging the gap between data analytics and operational strategy in the **Food & Beverage** and Technology sectors. I specialize in analyzing large datasets to identify trends, building custom data models, and deploying automated dashboards that drive decision-making. With a strong technical foundation in **SQL, Python, and Tableau**, combined with deep industry expertise in delivery and retail operations, I excel at translating complex business problems into data-driven technical solutions.

CORE COMPETENCIES & SKILLS

- **Business Analysis:** Requirements Gathering, GAP Analysis, Business Process Modeling (BPMN), User Story Creation, Functional Specifications.
- **Data Analytics & Tools: SQL**, **Python** (Pandas, Streamlit), **Tableau**, Power BI, Advanced Excel, ETL Processes, Data Modeling.
- **Operational Analysis:** Trend Identification, Operational Efficiency, Performance Benchmarking, A/B Testing Concepts, Customer Experience (CX) Optimization.
- **Industry Expertise: Food & Beverage (F&B)**, Restaurant Operations, Retail, Supply Chain, eCommerce.

PROFESSIONAL EXPERIENCE

Odoo Middle East | Dubai, United Arab Emirates **Team Lead (F&B & Retail Focus)** | (Aug 2023 – Present)

- **Data Product Development & Dashboarding:**
  - **Independently developed a Streamlit application** using **Python** to automate the generation of complex appraisal reports. The tool ingests raw timesheet and project data, creating comprehensive PDF insight reports on delivery speed and billable utilization, reducing manual reporting time from **6 hours to 30 minutes** (User Input).
  - **Built a real-time Performance Analytics Dashboard (Streamlit)** for department leads. The tool performs **in-depth analysis** of monthly team performance, comparing current metrics against historical trends to identify high/low performers and generate AI-driven action plans (User Input).

- **Operational Analysis & Optimization:**
  - Analyzed operational data across the consulting team to identify bottlenecks in project delivery. Implemented agile workflows based on these insights, resulting in a **30% improvement in project completion speed**.
  - Led the rollout of an AI solution, using data-driven adoption metrics to drive a **77% increase** in the use of industry best practices across the department.
- **F&B Industry Strategy:**
  - Acted as the Subject Matter Expert for the **Food & Beverage sector**, analyzing market requirements to build an "Industry Library" of standard business flows for restaurants and delivery businesses (STAR Story).

Odoo Middle East | Dubai, United Arab Emirates **Business Analyst & Project Manager** | (Feb 2021 – Aug 2023)

- **Requirements Engineering & Solution Design:**
  - Conducted deep-dive **requirements gathering workshops** for **32+ clients**, specifically analyzing business cycles for mid-sized companies to translate business needs into technical data models.
  - Performed detailed **GAP analyses** to map client "as-is" processes to "to-be" Odoo workflows, directly enabling over **$250,000 in new sales** by proving technical feasibility (User Input).
- **Data Migration & System Integration:**
  - Managed complex **ETL (Extract, Transform, Load)** processes for migrating client legacy data into Odoo ERP, ensuring data integrity for millions of records across inventory, financial, and customer datasets.
  - Led the data integration of a third-party **Loyalty Program API**, mapping customer behavior data points to the ERP to enable targeted customer experience campaigns (STAR Story).
- **Process Automation:**
  - Identified a trend of inefficiency in the presales scoping process. **Constructed and deployed an AI data model** (PoC) trained on historical project data to automate estimation. This reduced scoping time by **65%** and improved accuracy by **85%** (STAR Story).

KaktusAl | London, UK (Remote) **Part-time Regional Sales Manager** | (Sep 2020 – Feb 2021)

- **Market Analysis:** Conducted research on market trends in the MENA region to pinpoint emerging opportunities, using data to formulate strategic sales plans that increased the customer base by **20%**.

MAJOR PROJECTS (Technical Portfolio)

- **Team Performance Analytics App (Streamlit/Python):** Interactive dashboard analyzing thousands of timesheet entries to track KPI trends, utilizing Python for data manipulation and visualization.
- **Automated Appraisal Generator (AI/Python):** Tool automating the synthesis of year-long employee data into actionable performance reports.
- **AI Presales Estimator:** Predictive model using historical project data to estimate future project scope and cost.
- **Deliveroo Consulting Challenge (IE):** Developed a strategic sustainability proposal for a major food delivery platform, analyzing operational feasibility and market impact.

EDUCATION

IE School of Human Sciences and Technology | Madrid, Spain *Master's Degree in Computer Science and Business Technology* | (Sep 2019 – Jul 2020)

- *Relevant Coursework:* Data Science, Big Data, Digital Business, Agile Project Management.
- Recipient of IE Foundation Scholarship.

American University of Beirut | Beirut, Lebanon *Bachelor of Arts in Economics* | (Aug 2016 – Jun 2019)

- *Relevant Coursework:* Econometrics, Statistics, Quantitative Analysis.

CERTIFICATIONS

- **Fundamentals of Visualization with Tableau** (Coursera)
- **Advanced Google Analytics Qualification**
- **Cisco CCNA:** Enterprise Networking, Security and Automation.

LANGUAGES

- **Arabic:** Native
- **English:** Fluent
- **French:** Fluent