

Skills

- SQL (Microsoft SQL Server, MySQL)
- Excel (X-Lookup, Conditional Formatting, Pivot Tables, & Dashboards)
- Behavior Analysis (Hotjar)
- R for Statistics
- Microsoft Power BI (Data Cleaning, Data Transformation with Power Query, Dax, Reporting)
- Experienced in Jira, Confluence, and HubSpot
- Documentation and Benchmarking

Projects

- Smart Home Adoption Analytics Project – Client Project October 2024
- Used **Power BI** to transform and visualize survey data, revealing that 68% believe smart homes enhance daily life and 61% are unaware of the technology.
 - Identified user-friendliness as a key motivator for adoption, with many respondents favoring a simple setup process.
 - Examined barriers to adoption, noting concerns about data privacy and internet reliability.
- COVID Analysis: Vaccinations & Deaths– Personal Project November 2023
- Conducted in-depth analysis of COVID vaccination and death data sets using **Microsoft SQL Server**.
 - Employed SQL queries to explore, clean, and extract meaningful insights from the datasets.
- Data Analysis and Visualization Project– Client Project September 2023
- Exported, cleaned, and processed diverse tables to extract pertinent information using **Excel**.
 - Conducted comprehensive data analysis to identify user trends and patterns.
 - Developed a customized dashboard to visually represent complex data in a clear and concise manner.

Work Experience

- Customer Success Officer – **Lexzur** – Dubai March 2023 - Present
- Delivered onsite support to high profile governmental entities, including the Royal Commission for AIUla.
 - Gathered and analyzed business requirements to implement innovative BI tools, driving informed decision-making for clients.
 - Provided tailored onboarding and leveraged various tools to boost client satisfaction and optimize software adoption.
 - Conducted comprehensive training sessions to empower clients with effective usage of Lexzur software.
- Sales Associate – **Verve Shops** – Lebanon November 2021 - January 2023
- Ensured high levels of customer satisfaction through excellent sales service.
 - Recommended related products to increase customers’ options and enrich the shopping experience.
 - Operated cash registers and managed financial transactions.
- Volunteer – **Ahlouna** – Lebanon May 2022 - July 2022
- Assisted in HR and Procurement operations.
 - Entered information into the company's database.

Education

- Master of Science in Business Analytics – **American University of Beirut** – Lebanon August 2024 - Present
- Bachelor of Business Administration – **Rafik Hariri University** – Lebanon September 2020 – May 2023
 - **Major:** Human Resources Management – CGPA: 3.75
 - **Minor:** Data Analysis – CGPA: 3.4

Other

Languages: Arabic (Native), English (Fluent)
Certifications: Google Data Analytics Program, Google Advanced Data Analytics, and Power BI Data Analyst Associate Cert Prep.