

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

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’s 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.

Most Streamed Spotify Songs 2023 Dashboard – Personal Project January 2024

- Utilized **Power BI** to transform raw Spotify data into insightful visualizations, providing a comprehensive analysis of the most streamed songs of 2023.
- Implemented data cleaning and preprocessing techniques to ensure accuracy and reliability of the visualizations.
- Designed an interactive report that enabled users to explore trends, patterns, and correlations within the streaming data.

Work Experience

Customer Success Officer – **Lexzur** – Dubai March 2023 - Present

- Provided onsite support for governmental entities, including the Royal Commission for AlUla
- Offered tailored guidance and support through various tools, enhancing client satisfaction and software adoption.
- Delivered comprehensive training sessions to clients on Lexzur software, ensuring effective usage and understanding.
- Utilized Hotjar to monitor and analyze customer behavior, identifying areas for improvement and optimizing user experience.

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’s 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.