


# Tareq Haboukh

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## Professional Summary

Dynamic and results-driven Business Analyst with 6+ years of experience in data analytics and process optimization. Expertise in ETL workflows, predictive analytics, and data visualization using tools like Power BI and Tableau. Proven track record of collaborating with cross-functional teams to deliver actionable insights, drive efficiency, and contribute to business success.

## Skills

**Technical:** SQL, Python (Pandas, scripting, Flask), Power BI, Tableau, Power Query, Jira, Excel (PivotTables, VLOOKUP, Macros), ETL & data transformation, UAT.

**Analytical:** Predictive analytics, statistical modeling, data mining.

**Business:** Requirements gathering, process optimization, KPI monitoring, metadata management.

**Collaboration & Communication:** Cross-functional teamwork, stakeholder engagement, project management, documentation (Confluence, SharePoint).

## Professional Experience

### EllisDon Corporation — Business Assurance & Transformation Coordinator

Mississauga, Ontario | June 2023 – Present

- Coordinate with site General Managers to define objectives, gather details, and finalize Performance Monitoring Reports, ensuring 100% on-time delivery to P3 clients and avoiding penalties.
- Create and optimize data workflows using ETL processes to identify energy trends and issues, collaborating with cross-functional teams to resolve them and help clients achieve energy efficiency targets.
- Manage end-to-end data processing and report creation in Power BI, delivering actionable insights to support departmental needs.
- Automated data retrieval and survey distribution processes, eliminating all manual work and significantly increasing operational efficiency.

### Uber (Careem Networks) — Performance & Marketplace Operations Lead

Amman, Jordan | March 2017 – May 2023

- Analyzed and investigated complex quantitative data to provide insights, develop dashboards, and automate reports, presenting findings clearly to support business decisions.
- Defined problems and applied solutions independently, collaborating closely with multiple verticals across the company.
- Designed and developed a program to drive key business decisions by managing demand during peak hours based on accurate data.
- Led and completed six projects focused on acquisition, compliance, and KPI monitoring, developing procedures, collecting data, and designing workflow diagrams to streamline operations.

## Education

### Seneca Polytechnic College – Post-Graduate Certificate in Business Analytics

Toronto, Canada | 2022

### Al-Balqa Applied University – Bachelor of Arts in Business Administration

Al-Salt, Jordan | 2015