Tareq Haboukh

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Professional Summary

Dynamic professional with 7+ years of experience in business and data analytics. Well-versed in performance monitoring, ETL workflows, predictive analytics, and data visualization using Power BI and Tableau. Skilled in delivering actionable insights, optimizing processes, and collaborating across cross-functional teams to drive business performance and realize process improvements.

Skills

Technical & Analytical: SQL, Python (Pandas, Flask), Power BI, Tableau, Excel (Power Query, PivotTables, advanced formulas), ETL & data transformation, API integration, predictive analytics, statistical modeling, data mining, trend analysis, KPI reporting, workflow automation, UAT & implementation.

Business & Collaboration: Requirements gathering, process optimization, business process mapping, metadata management, SLA assessment, operational analytics, cross-functional teamwork, stakeholder engagement, project documentation (Confluence, SharePoint), executive dashboard development and implementation, team training and support.

Education

Carleton University
Master of Business Administration - Financial Management   Ottawa, Canada | Expected completion 2027

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

Professional Experience

EllisDon Corporation — Business Assurance & Transformation
Mississauga, Ontario | June 2023 – March 2025

- Coordinated with leadership teams to create and improve performance monitoring reports for Public Private Partnership (P3) contractual requirements.
- Developed and optimized ETL workflows and Power BI dashboards to streamline data analysis and reporting.
- Automated customer satisfaction survey distribution and data retrieval processes, eliminating repetitive manual processes.
- Supported the implementation of new site computerized maintenance management system (CMMS) software. Validated and tested throughout the process using a testing environment to ensure accurate data capture and reporting metrics.

    ### Key Projects

- Power BI Reporting: Developed new dashboards and complex reports tailored to contractual requirements, enabling agile ad hoc reporting. Reduced operational costs through the reduction of software change request fees associated with additional reporting requirements.

- Energy Reporting and ETL Optimization: Enhanced ETL pipelines, integrating government weather data, accelerating data collection and improving trend analysis to support accuracy and efficiency in the required periodic (monthly, quarterly, annual) energy reports.
- Contractor Compliance: Identified data inaccuracies comparing databases, then collaborated in the initiation of a shift to in-house operations resulting in reduced risk through ensuring alignment with insurance requirements, reducing contractor costs, and streamlining compliance.
- Quality Assurance: Collaborated in building a Flask-based tool for monitoring construction and maintenance compliance, improving quality assurance and service level agreement compliance.

Uber (Careem Networks) — Performance & Marketplace Operations Lead
Amman, Jordan | March 2017 - May 2023

- Analyzed complex quantitative data and automated reporting to support business decisions.
- Improved service reliability through the management of peak-hour demand programs and monitoring of driver performance.
- Defined problems and applied solutions independently, collaborating across multiple verticals.

  Key Projects

- Compliance Initiative: Oversaw driver permit workflows following Careem's licensing approval, integrating databases with performance systems to prioritize high-performing drivers and ensure regulatory compliance.
- Scooter Delivery Launch: Evaluated driver performance and partnered with third parties to implement installment plans, enabling market entry for deliveries and expanding the business model.
- Geo-fenced Optimization: Processed large-scale GPS data to identify high-density zones and create in-app pick-up points, improving rider experience and increasing trip efficiency.

Independent Project — Full-Stack Flask Web Application Developer
Remote | 2025

- Designed, developed, and deployed a full-featured Flask web application hosted on Render ([live demo ↗](#)).
- Built dynamic functionality for user management, invoice tracking, vendor handling, dashboards, and API endpoints.
- Created RESTful APIs to enable data access and integration with external tools.
- Integrated AI-powered chat to answer questions and provide insights based on application data.
- Enabled structured invoice PDF parsing to automate data extraction and streamline workflows.