Tareq Haboukh

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Professional Summary

Dynamic Business Analyst with 7+ years of experience in business and data analytics, specializing 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.

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 dashboards, team training/support.

Education

Carleton University - Master of Business Administration (Financial Management)
Ottawa, Canada | Expected 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 Coordinator
Mississauga, Ontario | June 2023 – March 2025

- Coordinated with site General Managers to finalize Performance Monitoring Reports on time for P3 clients.
- Developed and optimized ETL workflows and Power BI dashboards to streamline data analysis and reporting.
- Automated survey distribution and data retrieval processes, eliminating manual work.

Key Projects

- Power BI Reporting: Built dashboards and complex reports tailored to site requirements, enabling agile ad hoc reporting and reducing change request costs.
- Energy Reporting and ETL Optimization: Enhanced ETL pipelines and integrated government weather data, accelerating data collection and improving trend analysis for energy efficiency.
- Contractor Compliance: Identified data inaccuracies and drove a shift to in-house operations, reducing risk, cutting contractor costs, and streamlining compliance.
- Quality Assurance Tool: Contributed to building a Flask-based tool for monitoring construction and maintenance compliance, improving quality assurance and oversight.

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

- Analyzed complex quantitative data and automated reporting to support business decisions.
- Managed peak-hour demand programs and monitored driver performance to improve service reliability.
- 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 scooter 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.