**Edward El-Khouri**

Montréal | 514-502-0128 | edkhouri@hotmail.com

**SUMMARY**

Senior analyst with over 15 years of experience across the Banking, Retail and Telecom industries in Business Intelligence and Operational Support roles. Strong analytical skills with a focus on KPI analysis and monitoring. A proven ability to effectively and seamlessly collaborate with a range of teams across the organization and trusted to deliver reliable results when needed most.

Having worked in different environments, enabled for high adaptability, and allowed for the development of my critical thinking when faced with complex problems and situations.

**EDUCATION**

**Masters MBA | JMSB**  **| Jun 2014**

**Bachelors of Arts Political Science | Concordia**  **| Jun 2003**

**EXPERIENCE**

**KPI Analyst, Business Intelligence | Cogeco Connexion | Nov 2015** **– Nov 2018**

Analyse, report and advise on key performance indicators to management and internal clients; assess stakeholders’ needs to develop catered reporting that fits their requirements.

* Developed and maintained the first ARPU (Average Revenue Per User/Unit) report of the company which is shared with upper managment and key stakeholders company-wide and is used as one of the main KPIs to measure performance of the business.
* Put together a comprehensive monthly KPI presentation for the 'Business' division, successfully increasing productivity for the Marketing and Sales departments.
* Created, updated and presented on a monthly basis the KPIs to the 'Business' team (Sales, Marketing and others) in order to communicate clear results and improve important decision making.

**Analyst - Commissions - Revenue Management | Cogeco Connexion | Jun 2011** **– Nov 2014**

Calculate and report on sales commissions for up to 10 different sales channels on a monthly/quarterly basis and analyze commission results and models in order to present recommendations to the sales and management.

* Designed and implemented 4 commission models, which have since brought in +$3M.
* Developed and analyzed rate-increase models for the marketing department.

**(Retail) Sales Auditor | Tommy Hilfiger Canada | Feb 2005** **– Apr 2010**

Performed sales audits of 50+ retail stores across Canada and ensured that stores comply with policy and procedures; Analyzed POS usage trends by store employees for issues such as P&P breaches, for performance enhancements, and for possible theft/fraud by an employee or customer.

* Took over managerial responsibilities for a 7-month period in the absence of the manager. Managed 6 employees including 3 that I had hired help us through a company transition.
* Managed 3 company sales (private and public) resulting in sales of over $1.5M

**LANGUAGES**

**English**: Native/Bilingual proficiency

**French**: Professional working

**Arabic**: Native/Bilingual proficiency