

Michael Wagdy



Summary

- +7 years of experience in data analysis, architecture, and development with SQL, PL/SQL and SAS.
- Wide experience in transforming the data into business insights.
- Solid experience in Data Warehousing, Data Management (ODI, Informatica Power Center, IBM InfoSphere Datastage, SSIS, Talend) Business Intelligence and Data Visualizations (OBIEE, Cognos, Tableau, Lumira, BI Publisher, QlikView, SSAS, SSRS, Power BI).
- Strong experience with predictive analytics modelling using (SAS, Alteryx, IBM, Watson, and Dataiku)
- Expert in Data modelling, architecture, management, transformation, visualization and analytics

Data Analytics Unit Leader



Contacts

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Work Objective

Working as a Data Analytics / BI / DWH end - to - end architecture and solution consultant within a team, to upgrade my career path and gain new experience by being a part of a reputable organization.

Certifications

Date	Certificate Name
Dec - 2019	The Open Group Architecture Framework TOGAF 9.2 Certified
Dec - 2018	MIT Data Science and Big Data Analytics: Making Data-Driven Decisions.
Nov - 2018	Udacity Business Analytics Nanodegree (Alteryx & Tableau)
Nov - 2017	Google Analytics Implementation, Configuration, and Reporting
May - 2016	Oracle Data Integrator 11g Certified Implementation Specialist
May - 2016	Completion of R Programming
May - 2016	Certificate of Achievement - Watson Analytics Fundamentals
Apr - 2016	Oracle Business Intelligence Applications 11g: Implementation Using ODI
Feb - 2016	Certificate of Completion: Designing BI Solutions with Microsoft SQL Server
Feb - 2016	Certificate of Completion: Implementing Data Warehouse with SQL Server
Dec - 2015	IBM - Exploration Badge of Big Data Foundation
Dec - 2015	IBM - Exploration Badge of Big Data Hadoop Foundation
Dec - 2015	TED - Team Member Certificate
May - 2015	Oracle Business Intelligence Foundation Suite 11g Certified Implementation Specialist


Education & Qualifications

IE University - Spain: [Master in Business Analytics & Big Data Candidate, expected graduation Jul-2021.](#)


Tanta University - Egypt: [Bachelor of Computer Engineering & Automation Control Jul- 2012.](#)

Employment History

Since 03/2019 as Analytics Unit Leader at Federal Tax Authority UAE

Responsibilities at: 	<ul style="list-style-type: none">Lead / Build Data Analytics Team.Implement data management assessments.Identify the data strategy.Build Data Analytics Roadmap.Identify business challenges.Automate the reconciliation and internal process optimization.Prepare the RFPs, evaluate the vendor proposals, manage and sign off the projects.
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06/2017 till 03/2019 as Assistant Manager - Business Analytics at Emirates NBD Dubai

Achievements at: 	<ul style="list-style-type: none">Automated all the pro-active services using SAS that canceled all the manual work.Developed tracking programs using SAS to help all the product managers / owners to find the trends, opportunities and challenges that they should fix.Managed and established End - to - End business analytics project for a new digital banking product including Risk Analysis, Process Automation, Campaign Management insights, progress tracking, and operational Business Intelligence.
Project Name	Emirates NBD Marketing Transformation
Module Responsible	Project Management, Business Analysis, Business Analytics, Documenting, Technical Translation, OBIEE, SIEBEL CRM, Qlikview, SAS, SQL, PL/SQL, UAT, User training.
Role	Assistant Manager Senior Business Analyst - Data Analytics
Responsibility	<ul style="list-style-type: none">Developed ad hoc requests on daily basis by SAS / SQL.Delivered many pro-active services based on SAS programming.Created use cases for new application models.Translated the business requirements into technical models.Worked side by side with the technical team in the data management, data modelling, data warehousing, and business intelligence using SQL, PL/SQL, Qlikview, OBIEE and SAS.Suggested the new technologies and business applications to optimize business processes.Created case studies for the new applications to define their advantages, and disadvantages to help the C-level managers to take the appropriate decisions.Created a full study for the marketing automation and AI from the both perspectives (Business and Technical).


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08 / 2016 to 05/ 2017 as Senior Business Intelligence Analyst at Capgemini Dubai (Project Based Contract)

Achievements at:	<ul style="list-style-type: none">Established a new People Data Center team for Unilever MENA region.Presented a lot of insights for each product that helped them to adjust their marketing plans to match the different market requirements.Designed a technical roadmap for Unilever MENA to consolidate, manage, and analyze their different data sources.Communicated with big teams from the Consumer Market insight team to align their work with the new product insights.
	
Project Name	People Data Center
Client	Unilever Middle East & North Africa
Module Responsible	Tableau, Brandwatch, CLARABRIDGE, Klear, Relative, Affinio, Unmetric, Twitter Analytics, Facebook Insights and Google Trends
Role	Senior Business Intelligence Analyst, Data Analyst, and Market Intelligence Analyst
Responsibility	<ul style="list-style-type: none">Developed advanced deliverables involving multiple data sources & detailed analysis, including media insights & market research.Managed projects in agile method that comprise various research methods, digital analytics, and marketing technology.Delivered end to end projects which discover the insights via social media analytics tools including media insights & custom-built research.Pilot and search for new technologies / methodologies to enhance the research toolkit and explore alternative ways to answer key questions.Managed Key projects including:<ul style="list-style-type: none">Campaign & brand TrackingInfluencers analysisTrend and Foresight ProjectsConsumer Services global database creationAutomate Real Time ReportingAligning retail scoop shop sales with other data sets to spot opportunitiesVisualized the output data in dashboards by Tableau, Brandwatch, and CLARABRIDGE.Created analysis reports showing the market direction and the consumer's needsPresented the case studies to the marketing and Brand Team / ManagersGuided and trained team members to up skills other PDC/CMI analysts, including occasional review of their output.

12 / 2014 to 07 / 2016 as Data Specialist - BI Consultant at IBM Egypt

Achievements at:	<ul style="list-style-type: none">Delivered a BI and Data management project to Orange Egypt using Informatica Power Center & Oracle BI.Implemented a BI and Data management project to help Orange's Sales & Marketing teams in their day to day operational work.Delivered a Data Warehouse Revamping project for Etisalat UAE using IBM Datastage and Netezza warehouse appliance.
	
Project Name	iCampaign
Client	Orange Egypt
Module Responsible	OBIA CRM Applications , Informatica 9.5.1, DAC 11g
Role	DataStage 8.5 and Informatica 9.5.1 ETL Developer, Oracle Business Intelligence Consultant
Responsibility	<ul style="list-style-type: none">Created transformations and mappings using Informatica Power center to move data from multiple sources into targets.Worked with various Power Center transformations like Source Qualifier, Aggregator, Joiner, Union, Lookup, and SQL transformation to name a few.Worked with integrating disparate data sources (flat files, CSV) with multiple relational databasesInvolved in full life cycle implementation of Data Analytics including installation, configuration, extension and customization.Interacted with Business users for gathering and Reporting Requirements.Designed and Develop the OBIEE metadata Repository using OBIEE Admin tool by importing the required objects with integrity Constraints into physical layer using connection pool

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- Created Drill-Down Hierarchies and set the estimated levels in Hierarchies, Logical columns & manipulate Fact column in BMM Layer as per requirement using Calculation Wizard.
- Developed Different Reports with different Analytic Views (Tables, Pivot Tables, Charts, Column and View Selectors, Narrative, Tabular with Global and Local Filters) using presentation services.
- Generated Drill-down Reports, Drill down Charts, Summary Reports, Navigational Reports, Sub-Reports and Linking Reports etc.
- Designed Dashboards based on requirements.
- Designed, Created, Maintained, Tested and Deployed Datastage 8.5 jobs based on technical modeling mapping sheets.

Project Name Etisalat DWH Revamp

Client [Etisalat UAE](#)

Module Responsible IBM Infosphere Information Datastage 11.3, IBM Netezza Appliance

Role Data Analyst & Data Specialist - ETL

- Responsibility**
- Analyzed Data Sources to make gap analysis Techno/Functional document for modelers to start their modeling processes.
 - Designed, Created, Maintained, Tested and Deployed Datastage 11.3 jobs based on technical modeling mapping sheets and replacing exist ELT jobs with new ETL ones
 - Trained hire graduates to (Create, Maintain, Test, and Deploy) ETL Datastage jobs and How to design ETL jobs from ETL.
 - Worked closely with a technical team and business analysts to understand requirements.
 - Analyzed and design specifications documentation and requirements surrounding the EDW technology components.
 - Led some entry level analysts and gave them the know-how of data analysis and what is the main assets documents of BRD (Business Requirements Documents), Technical and functional documents and how to map them to each other.

Project Name Mobinil Jupiter AMS

Client [Mobinil Egypt](#)

Module Responsible OBIEE (10g, 11g), Informatica ETL (8.1.1, 9.5.1) & DAC (10g,11g)

Role Oracle Business Intelligence Consultant and Informatica Developer

- Responsibility**
- Developed OBIEE 10g, 11g Analysis, Dashboards, Segments, BI Publisher.
 - Programmed PL/SQL Packages, Procedures, Functions, and Triggers.
 - Developed Informatica ETL jobs (9.5.1, 8.1.1).
 - Administered OBIEE Upgrading, Patching, Monitoring, Maintenance, and Scheduling.
 - Supported Client Investigation, Diagnose, Issue Solving, and Testing.

08 / 2012 to 11 / 2014 as Oracle Applications Developer at Giza Systems Egypt

Achievements at



- Delivered 3 Oracle Applications projects in different versions to 3 various companies
- Implemented an Oracle ERP - utilities module for Addis Ababa Water and Sewerage Authority to manage their day to day operational work, starting from the new customer registration till the billing including the connection estimation, reading input and validation and bill calculation and printing,
- Implemented an Oracle ERP - utilities module in Arabic version with different business requirements for the Holding Company of Water and Waste water in Egypt to operate their work, starting from the new customer registration till the billing including the connection estimation, reading input and validation and bill calculation and printing,
- Developed a customized budgetary control solution integrated with Oracle ERP finance account payables module for Telecom Egypt to help them to control their invoices from the ERP side based on the inserted information through validating the funds that have been inserted through the customized application.
- Trained the development team internally on BI, DWH and ETL technologies from installation till delivering the reports and dashboard including the data warehouse modeling, physical layer, business model and mapping, and the presentation layer.

Project Name		Telecom Egypt Budgetary Control
Client	Telecom Egypt	
Module Responsible	General Ledger (GL), Account Payables (AP)	
Role	Oracle Applications Technical Consultant	
Responsibility	<ul style="list-style-type: none"> ▪ Oracle E-Business Suite Development. ▪ PL/SQL programming (Packages, Procedures, Functions, Triggers). ▪ Business Analysis. ▪ Customer Training. ▪ Documentation Preparing. ▪ Production Deployment. 	
Project Name		Holding Company for Water and Waste Water (HCWW)
Client	Holding Company for Water and Waste Water Egypt	
Module Responsible	Basis2 (Billing System)	
Role	Oracle Applications Technical Consultant , QlikView Developer	
Responsibility	<ul style="list-style-type: none"> ▪ Analytical Dashboards for (Collection Performance & Customer Service) by QlikView ▪ Oracle Reports & Forms (Customization & Personalization) Development. ▪ Oracle E-Business Suite Development. ▪ Performance Enhancement. ▪ Production Support. 	
Project Name		Addis Ababa Water and Sewerage Authority (AAWSA)
Client	Addis Ababa Water and Sewerage Company	
Module Responsible	Basis2 (Billing System)	
Role	Oracle Applications Technical Consultant	
Responsibility	<ul style="list-style-type: none"> ▪ Oracle Reports & Forms (Customization & Personalization) Development. ▪ Oracle E-Business Suite Development. ▪ PL/SQL programming (Packages, Procedures, Functions, Database links, Triggers..., etc.). ▪ BI Publisher & RTF Templates. ▪ Using Toad & Data Modeler as development tools. 	

Professional Development & Activities

Volunteering

- 06/2019 - Present - Volunteer at Dubai Expo 2020, Dubai, UAE.
- 10/2015 to 07 / 2016 - Event Manager & Vice Financial Head at TEDx Tanta, Tanta, Egypt.
- 11/2010 - 06/2011 IEEE RISEC Competition, Tanta, Egypt.
- 12/2009 - 8/2010 Graduation Project Assistant, Tanta, Egypt.
- 11/2008-8/2009 IEEE MIC Competition participants

Language Skills

- **Arabic:** Native
- **English:** Fluent speaking, reading, writing, and listening.

Soft & Personal Skills

- Team Building.
- Leadership and teamwork skills.
- Communication & Presentation skills.
- Creative Thinking.
- Planning and time management.
- Problem solving and decision making.

Technical Addendum

**Data Analytics
&
Business Intelligence**

SAS Enterprise Guide & Miner

- Coding using Base SAS & SAS Macros to extract clean and validate data from Oracle or Excel into SAS.
- Involved in design process of analysis of data variables using different STAT procedures. Programming/data step for calculation of likelihood functions were written in SAS/Base, which was incorporated with different procedures like PROC FREQ, PROC UNIVARIATE, PROC REG, and PROC SQL.
- Design predictive analytics models for different business need including forecasting, A/B Testing, and Linear regression.
- Analyzing data comes from many sources into SAS to get business insights.

Oracle Business Intelligence Enterprise Edition - OBIEE

- Extensive experience in OBIEE Administration Tool, OBI Answers, OBI Intelligent, Dashboards, OBI Publisher and Oracle BI for Microsoft Office.
- Interactive Dashboards with drill-down capabilities.
- Creating Metadata Objects and Web Catalog Objects (Dashboards, Pages, Reports) using
- OBIEE Admin Tool and OBIEE Answers.
- Experience in developing Dimensional Hierarchies/Creating Aggregate Measures/Aggregate Tables/New logical columns/Filters/Variables/Time Series Functions as per business requirements.
- Proficient in configuring Security settings at various levels both in Repository level (OBIEE Administration Tool to setup Groups, Access Privileges and Query Limits) and Presentation Catalog level.

IBM Cognos 10

- Good Knowledge in Cognos 10 with Report Studio, Framework Manager, Query Studio, Analysis Studio, Metric Studio and Cognos Connection.
- Strong experience in creating and publishing packages in Framework Manager.
- Well-versed in developing reporting applications using Cognos Business Intelligence components like Report Studio, Framework Manager, Query Studio, Analysis Studio, Metric Studio and Cognos Connection.

IBM Watson

- Explore Datasets via Watson data connections (Database, Flat files, etc.,).
- Refine and edit datasets based on business requirements.
- Assemble new dashboards and analytical reports with high visualization capabilities.
- Play with social media datasets and text analytics.
- Predict from Datasets by ready answers or by Watson Predict services.

Tableau

- Mastered the ability to design and deploy rich Graphic visualizations with Drill Down and Drop-down menu option and Parameterized using Tableau.
- Preparing Dashboards using calculations, parameters in Tableau
- Extensive knowledge in various reporting objects like Facts, Attributes, Hierarchies, Transformations, filters, prompts, Calculated fields, Sets, Groups, Parameters etc., in Tableau.

Microsoft Business Intelligence - SSAS & SSRS

- Experienced in Developing and Extending MS SQL Server Analysis Services (SSAS) Cubes, Deploying and Processing SSAS objects.

- Experienced in generating On-demand and Scheduled reports for Business Analysis or Management decisions using MS SQL Server Reporting Services 2005/2008 (SSRS).

QlikView

- Multiple tiers of QVD architecture implementation depending upon the complexity of the application.
 - Develop QlikView Load Scripts for distribution across multiple data sources.
 - Design and maintain Qlikview applications.
- Provide ongoing QlikView implementation and support.

**Data Management
&
Data Warehouse****Data Warehouse**

- Experience with the full development cycle of a Data Warehouse, including requirements, gathering, design, implementation, and maintenance.
- Experience in Data Warehousing using both Dimensional Data Modeling and Classic Inmon Style Data Warehousing.
- Practiced with Type 1 and 2 dimensions, Fact Tables, Star Schema design, Operational
- Data Store (ODS), leveling and other Data Warehouse concepts.

IBM DataStage , Informatica Power Center , Oracle Data Integrator &SSIS

- Have extensive experience in ETL program for supporting Data Extraction, transformations and loading using Informatica Power Center (9.6.1), ODI, IBM Datastage 11.3 & SQL Server Integration Services.
- Modify existing ETL jobs in Oracle Data Integrator (ODI), Informatica, Datastage.
- Develop data extracts from the data warehouse environment using ODI.
- Creating variables, sequences, user functions, scenarios, procedures, interfaces and packages in ODI.
- Extensively experience in development of E-LT and ETL Mapping in ODI IBM Datastage.
- Experience in Analysis, Design, Development, Implementation, Testing Data Warehousing and Data Integration Solutions using Informatica Power Center, IBM Infosphere Information Datastage, Oracle Data Integrator, Oracle Warehouse Builder and SQL Server Integration Services.
- Experienced in Data Extraction, Transformation and Loading (ETL) between Homogenous and Heterogeneous Systems using SSIS of MS SQL Server.
- Expert in Creating, Configuring and Fine-tuning ETL workflows designed in MS SQL Server Integration Services (SSIS).

Business Applications**Oracle E-Business Suite R12/11i**

- Application Development and Enhancement
- Application Extending (Forms/Reports)
- Forms Personalization
- Alert Manager
- Workflow
- BI Publisher
- API's & Interface tables

Big Data

- Introduction to Big Data
- Introduction to Hadoop