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|  | **Michael Wagdy**  Dubai, UAE • +971–563–610–563 eng\_michaelwagdy@hotmail.com  LinkedIn  Personal Details:  date of birth • place of birth • nationality  Male • civil status |  |

**Project Manager**

Analytical professional with 7+ years of developing data validation strategies, report design, security development, end-user training, software deployment, and all facets of a complete system development life cycle. Proven Expertise in implementation of enterprise and system level architectures including network, systems software, and applications software through directly-controlled resources, other departments and external partners. Adapt at evaluating project progress, identifying problems, developing, and implementing company procedures, and writing technical reports.

**Professional Experience**

**FEDERAL TAX AUTHORITY UAE** 03/2019 – Present

**Analytics Unit Leader**

Lead a team of data analysts engaged in research, data mining, predictive modeling and other quantitative analyses, while cultivating solid relationships with staff, internal partners and clients. Design and enforce data management assessments to determine organisation's current level of data management maturity. Develop test plans and apply predictive modeling relevant to client objectives; generate data driven targeting strategies for customer acquisitions and retention. Encourage conceptual thinking in applying information solutions to a business challenge. Develop process mapping of current and future business processes to drive business and incremental revenue

*Key Achievements:*

* Presented strategic long-term vision for automating reconciliation and internal process optimization through implementation of repeatable procedures that improved productivity and reduced costs.
* Developed RFPs, oversaw external vendor proposals, and conceptualized and developed solutions to solve marketing, merchandising, and development problems across enterprise before formal sign off.

**EMIRATES NBD DUBAI** 06/2017 – 03/2019

**Assistant Manager –Business Analytics**

Developed daily ad hoc requests using SAS / SQL and use cases for new application models to define their advantages and disadvantages to assist C-level managers in decision making. Delivered SAS-based pro-active services such as *Please mention some of such services Michael.*

*Key Projects:*

***Emirates NBD Marketing Transformation***

***Budget****: $XX* •***Team Size****: XX* • ***Methodology/Tools****: OBIEE, SIEBEL CRM, Qlikview, SAS, SQL, PL/SQL, UAT, User training*

* Annulled all manual work through automation of all pro-active services using SAS.
* Designed tracking programs using SAS to assist product managers/owners in discovering and rectifying problematic trends, opportunities and challenges.
* Translated business requirements into technical models.
* Led a complete study for marketing automation and AI from business and technical perspectives.

**CAPGEMINI DUBAI (PROJECT BASED CONTRACT)** 08/2016 – 05/2017

**Senior Business Intelligence Analyst**

Established a new People Data Centre team for Unilever MENA region; designed a technical roadmap to consolidate, manage, and analyse various data sources. Delivered effective product related insights, assisting consumer market insight team in drafting appropriate marketing plans. Provided expert guidance working on the following projects: Campaign & brand Tracking, Influencers analysis, Trend and Foresight Projects, Consumer Services global database creation, Automate Real Time Reporting, aligning retail scoop shop sales with multiple data sets to identify opportunities. Administered and delivered end-to-end projects, uncovering insights via social media analytics tools, such as media insights and custom-built research. Directed and trained team members to boost skills; reviewed output of PDC/CMI analysts to identify gaps in training

*Key Projects:*

***People Data Centre***

***Client:*** *Unilever Middle East & North Africa* •***Role:*** *Senior Business Intelligence Analyst, Data Analyst, and Market Intelligence Analyst*

***Budget****: $XX* •***Team Size****: XX* • ***Methodology/Tools****: Tableau, Brandwatch, CLARABRIDGE, Klear, Relative, Affinio, Unmetric, Twitter Analytics, Facebook Insights, and Google Trends*

* Defined project deliverables, such as multiple data sources, using detailed analysis, making use of media insights and market research.
* Contracted to conduct business process analysis of IT projects in agile method making use of, digital analytics and marketing and research methods and identify key issues, gaps and needs.
* Pilot and searched for new technologies / methodologies such as implementation research toolkit and research substitutes of finding answers to key questions.
* Utilised dashboards by Tableau, Brandwatch, and CLARABRIDGE to visualize output data.
* Presented in-depth analysis of project findings to marketing and Brand Team/Managers to assist them in future planning.

**IBM EGYPT** 12/2014 – 07/2016

**Data Specialist –BI Consultant at**

Developed and delivered BI and Data management and Data Warehouse Revamping project to Orange Egypt using Informatica Power Center & Oracle BI, IBM Datastage and Netezza warehouse appliance. Functioned with integrating disparate data sources, such as flat files and CSV using multiple relational databases. Planned full life cycle implementation of Data Analytics project including installation, configuration, extension, customization, execution, and operationalisation. Worked with various Power Center transformations like Source Qualifier, Aggregator, Joiner, Union, Lookup, and SQL transformation.

*Key Projects:*

***iCampaign:***

***Client:*** *Orange Egypt* •***Role:*** *DataStage 8.5 and Informatica 9.5.1 ETL Developer, Oracle Business Intelligence Consultant*

***Budget****: $XX* •***Team Size****: XX* • ***Methodology/Tools****: OBIA CRM Applications, Informatica 9.5.1, DAC 11g*

* Moved data from multiple sources into targets by creating transformations and mappings using Informatica Power center.
* Built OBIEE metadata Repository employing OBIEE Admin tool.
* Used connection pool to import required objects with integrity Constraints into physical layer
* Designed Drill-Down Hierarchies and used Collection Wizard to set estimated levels in Hierarchies, Logical columns & Manipulate Fact column in BMM Layer.
* Generated documents, charts, and reports (summary, navigational, linking, and sub-reports) supporting analytical presentation views such as tables, pivot tables, charts, column and view selectors, narrative, tabular with global and local filters.
* Designed dashboards in accordance with customer requirements.
* Utilised technical modeling mapping sheet to design and deploy Datastage 8.5 jobs.

***Etisalat DWH Revamp***

***Client:*** *Etisalat UAE*• ***Role:*** *Data Analyst & Data Specialist – ETL*

***Budget****: $XX* •***Team Size****: XX* • ***Methodology/Tools****: IBM Infosphere Information Datastage 11.3, IBM Netezza Appliance*

* Identified gaps in different processes and implemented process improvement initiatives across the business improvement model.
* Delivered expert guidance to fresh hires for creating, maintaining, testing, and deploying ETL Datastage 11.3 jobs; replaced existing ELT jobs with new ones.
* Engaged EDW technology components for analysing specifications documentation and requirements.
* Spearheaded a team of entry level analysts training them on asset mapping of data analysis, assets documents of BRD (Business Requirements Documents), technical and functional documents.

***Mobinil Jupiter AMS***

***Client:*** *Mobinil Egypt*• ***Role:*** *Oracle Business Intelligence Consultant and Informatica Developer*

***Budget****: $XX* •***Team Size****: XX* • ***Methodology/Tools****: OBIEE (10g, 11g), Informatica ETL (8.1.1, 9.5.1) & DAC (10g,11g)*

* Developed OBIEE 10g, 11g Analysis, Dashboards, Segments, BI Publisher.
* Programmed PL/SQL packages, procedures, functions, and triggers.
* Designed 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.

**GIZA SYSTEMS EGYPT** 08/2012 – 11/2014

**Oracle Applications Developer**

Delivered 3 Oracle Applications projects and a customised budgetary control solution in different versions to three companies implementing Oracle ERP. Approved day-to-day operational work, starting from registration to billing including the connection estimation, reading input, validation, bill calculation and printing. Implemented account payables module to help control their invoices from 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 to delivering reports and dashboard including the data warehouse modeling, physical layer, business model and mapping, and the presentation layer.

*Key Projects:*

***Telecom Egypt Budgetary Control***

***Client:*** *Telecom Egypt*• ***Role:*** *Oracle Applications Technical Consultant* • ***Module:*** *General Ledger (GL), Account Payables (AP)*

***Budget****: $XX* •***Team Size****: XX* • ***Methodology/Tools****: XX*

* Oracle E-Business Suite Development
* PL/SQL programming (Packages, Procedures, Functions, Triggers)
* Business Analysis, Documentation, and Production Deployment
* Customer Training

***Holding Company for Water and Waste Water (HCWW)***

***Client:*** *Telecom Egypt* • **Role***: Oracle Applications Technical Consultant, QlikView Developer* • ***Module:*** *Basis2 (Billing System)*

***Budget****: $XX* •***Team Size****: XX* • ***Methodology/Tools****: QlikView*

* Analytical Dashboards for Collection Performance and Customer Service
* Oracle Reports & Forms (Customization & Personalization) Development.
* Oracle E-Business Suite Development.
* Performance Enhancement.
* Production Support.

***Addis Ababa Water and Sewerage Authority (AAWSA)***

***Client:*** *Addis Ababa Water and Sewerage Company* • **Role***: Oracle Applications Technical Consultant* • ***Module:*** *Basis2 (Billing System)*

***Budget****: $XX* •***Team Size****: XX* • ***Methodology/Tools****: XX*

* Oracle Reports & Forms (Customization & Personalization) Development
* Oracle E-Business Suite Development
* PL/SQL programming (Packages, Procedures, Functions, Database links, and Triggers)
* BI Publisher & RTF Templates
* Toad & Data Modeler development tools

**Technical Proficiencies**

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| **Platforms:** | Cognos Business Intelligence, IBM Watson, Tableau, Microsoft Business Intelligence - SSAS & SSRS, QlikView, Data Warehouse, Oracle Data Integrator (ODI), Informatica, Datastage, Oracle E-Business Suite R12/11, Big Data |
| **Tools:** | Base SAS, SAS Macros, PROC FREQ, PROC UNIVARIATE, PROC REG, PROC SQL, OBIEE, Oracle, OBI, Cognos 10, IBM DataStage, Informatica Power Center, Oracle Data Integrator & SSIS, E-LT and ETL Mapping & Workflow, SIEBEL, CRM, UAT |

**Education & Certifications**

**Master of Business Analytics & Big Data Candidate** (Expected in 2021)

IE University, Segovia, Spain

**Bachelor of Computer Engineering & Automation Control** (2012)

Tanta University, Tanta, Egypt

**Certificates**

The Open Group Architecture Framework TOGAF 9.2 Certified, 2019

MIT Data Science & Big Data Analytics: Making Data – Driven Decisions, 2018

Udacity Business Analytics Nanodegree (Alteryx & Tableau), 2018

Google Analytics Implementation, Configuration, and Reporting, 2017

Oracle Data Integrator 11g Certified Implementation Specialist, 2016

Completion of R Programming, 2016

Watson Analytics Fundamentals, 2016

Oracle Business Intelligence Applications 11g: Implementation Using ODI, 2016

Designing BI Solutions with Microsoft SQL Server, 2016

Implementing Data Warehouse with SQL Server, 2016

IBM – Exploration Badge of Big Data Foundation, 2015

IBM – Exploration Badge of Big Data Hadoop Foundation, 2015

TED – Team Member Certificate, 2015

Oracle Business Intelligence Foundation Suite 11g Certified Implementation Specialist,2015

**Languages**

**Arabic:** *Native* **| English:** *Fluent*