MEDHAT SALEM

Data, Analytics & BI Manager

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Professional Summary

Seasoned Data professional, with 17+ years of experience in data reporting, analysis, business intelligence and visualization across top-tier UAE organizations. Backed by advanced academic credentials (BEng, MSc, Nanodegree in Advanced Data Analysis), with a focus on delivering impactful, data-driven insights to support strategic decision-making.

Skills

Technical Tools	Data Analytics & BI	Soft Skills
• Power BI (Desktop / Cloud / Azure OneLake)	• Data Wrangling / Data Cleansing	• Team Leadership & Collaboration
• Microsoft SQL Server Database	• Data Engineering (Data Modelling, OLAP, ETL / ELT)	• Stakeholder Communication
• Power Query, Advanced Microsoft Excel	• Data Quality & Data Analysis	• Critical Thinking, Problem-Solving & Attention to Details
• SQL, DAX, Python (pandas, numpy, statsmodels, scikit-learn, matplotlib, seaborn)	• Data Visualization & Insights Generation	
• Familiarity with: R Studio, Limesurvey, Tableau, Qlik, IBM Cognos, Oracle, Google Analytics		

Work Experience

➢ **Reporting & Data Intelligence Manager**   **Jan 2023 - Present**

MAWAHEB TALENT HUB (Maximus UAE) – Abu Dhabi

Managed all data reporting activities and served as the primary point for data-related communication with DGE.

- Led development of key dashboards, including the flagship Supply-Demand & Mawaheb's dashboards, presented to *H.H. Sheikh Khaled Bin Mohamad Bin Zayed on* the official inauguration of Mawaheb Talent Hub.

- Empowered DGE leadership with data-driven insights on Abu Dhabi job market through architecting and leading deployment of core dashboards, including Vacancies & Employment 360 and Active Job Seekers.

- Accelerated digital transformation with **10+** of automated, self-service reports, improving operational efficiency and incorporating advanced BI functionalities such as drill-through and row-level security *(RLS)*.

- Boosted data quality compliance from 30% to **80%** through a dynamic Data Gaps report

- Introduced AI-driven solutions, including AI-forecasting to predict expected registrations, data mining techniques to uncover key influencers of business outcomes, like placement likelihood, and a vacancy matching pipeline using Fuzzy Logic, resulting in **75%** increase in matching accuracy.

- Conducted a highly successful 2-day BI workshop for DGE's GovTalent employees, achieving **88%** satisfaction rate.

➢ **Statistical / System Analysis Specialist**   **Jan 2014 - Dec 2022**

DUBAI STATISTICS CENTER (DIGITAL DUBAI)

*Managed **30+** opinion polls and surveys from A-Z including KPIs definition, Questionnaire design & development, Sampling and Data Cleansing, Data Collection operations, Progress Monitoring, Data Analysis and Visualization.*

- Consistently exceeded performance expectations, earning multiple promotions and formal recognition.

- Led the development of BI reports for large-scale studies including *the Dubai Education survey, Dubai Municipality's Workers survey, Dubai Sports community survey.*

- Provided consultation to key stakeholders in government and private entities including: *The Executive Council of Dubai, Dubai Police, Dubai Customs, RTA, Boeing, Zayed University* among many others.

- Introduced workarounds to extend the use of the data collection tool to cover *phone & field studies - licensing exams.*

- Participated in preparing RFPs and evaluating vendors' proposals for key projects, including the *Call Center and Surveys Management System.*

➢ **Previous Experience – Dubai**   **Jan 2007 - Dec 2013**

Worked with prominent organizations, including ***Dubai International Financial Center Authority (DIFC), Fatafeat TV (Discovery Inc.) and Russian Federal News Agency (RIA Novosti)***, in roles across data analysis, development and project management.

Education

Master's in Information Systems & Internet, University of Picardie Jules Verne – France	**Jan 2005 - Jul 2006**

Graduated with **Honors**

Bachelor's in Software Engineering & Information Systems, Aleppo University – Syria	**Sep 1998 - Jul 2003**

Graduated **Top of Department**

Nanodegree Diploma: Advanced Data Analysis, Udacity – Kaggle	**2021**

4-months program with real-life big data projects covering: practical statistics - correlation and regression analysis - data presentation.

Volunteer Activities

Mentor, Data Analyst Track — *1 Million Arab Coders*	**2018**

Provided mentorship to aspiring data analysts in the initiative launched by *H.H Sheikh Mohamad Bin Rashid Al-Maktoum.*

Training

Power BI: Integrating AI and Machine Learning	*(LinkedIn Learning – 2024)*
The Path to Insights: Data Models and Pipelines	*(Google – 2024)*
Data Warehousing and Business Intelligence	*(University of California – 2023)*
Applied Machine Learning in Python	*(Kaggle / University of Michigan – 2022)*
Agile Project Management	*(Google – 2021)*
Business Metrics for Data-Driven Companies	*(Duke University – 2020)*
Data Science Methodology	*(IBM – 2019)*
PMP Preparation course	*(PMI / AMIDEAST – 2010)*

Honors & Awards

Appreciation for fulfilling the data requirements for Dubai 2021 plan	*(The Executive Council of Dubai - 2021)*
Appreciation for the successful completion of the National Happiness survey	*(The UAE Minister of Happiness - 2017)*
Department's **Employee of the Year**	*(Dubai Statistics center - 2016)*
Top of Department Graduation Award	*(Aleppo University - 2003)*

Languages

Arabic: Native • English: Fluent • French: Average