

# TONY ABDELMALAK

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## PROFESSIONAL SUMMARY

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Data-driven analytics professional with a strong focus on AI-enabled insights, people analytics, data visualization, and predictive modeling. Proficient in tools like Tableau, SQL, Python, and Workday, with experience leveraging generative AI and automation to deliver actionable insights and strategic decision support. Proven ability to build interactive dashboards, streamline reporting pipelines, and transform complex datasets into meaningful business intelligence across HR, Finance, Operations, and Sales/Marketing functions. Skilled at uncovering trends across the employee lifecycle, while applying AI-driven techniques to enhance data storytelling and stakeholder engagement. Currently expanding from workforce analytics into cross-functional analyst roles to drive enterprise-wide, AI-powered, data-informed decision-making.

### Key Strengths and Achievements:

- Designed and deployed real-time Tableau and Workday dashboards, contributing to a 28% reduction in voluntary turnover and a 22% YoY improvement in engagement scores.
  - Optimized talent acquisition through Workday automation and a 30-60-90 framework, reducing time-to-hire by 24% and increasing new hire productivity by 17%.
  - Integrated predictive models into compliance operations, reducing classification errors by 35% and enhancing reporting accuracy and audit readiness.
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## EXPERIENCE

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### People Operations Analyst (Contract)

*Roadr.com | 10/2022 – Present*

- Established Roadr's workforce analytics foundation, enabling insights across onboarding, capacity planning, and executive-level people reporting.
- Developed predictive Tableau and Workday dashboards to monitor onboarding velocity and retention risk, decreasing early attrition by 28%.
- Automated analytics reporting pipelines using Python and Google Sheets scripting, reducing manual processing by 40% and increasing data fidelity.
- Developed SQL-based workforce forecast models combining public labor data with internal Workday metrics to align hiring with financial headcount plans.
- Partnered with Finance to integrate workforce intelligence tools for more dynamic compensation modeling and scenario planning.
- Led data integrity efforts by troubleshooting filters, mappings, and ingestion logic across live reports.

### HR Generalist (Analytics Focus)

*Flowserve Corporation | 12/2021 – 10/2022*

- Developed interactive Tableau and Power BI dashboards to visualize organizational health indicators across business units, enhancing visibility for non-technical leaders.
- Performed HRIS data quality audits and reclassification reviews across 500+ global employee records, reducing compliance-related job data errors by 20%.
- Built predictive attrition models leveraging engagement data and exit trends, achieving 88% precision in identifying high-risk groups and guiding retention planning.
- Standardized metadata taxonomies and mapped HRIS data fields to strengthen cross-system reporting alignment and support regulatory frameworks.
- Collaborated with HR and Finance to unify data definitions and improve analytics consistency across business systems.

### Workforce Analytics & Talent Advisor

*Quibi (Media/Tech Venture) | 05/2018 – 05/2021*

- Created cohort dashboards and hiring velocity visualizations in Tableau to support onboarding scale-up for 200+ hires and increase ramp-up productivity by 17%.

- Developed Workday ATS reports and SQL queries to assess recruitment funnel efficiency, time-to-fill, and productivity lag by department.
- Oversaw end-to-end data transformations and validation processes to ensure clean hiring data across Excel pipelines and ATS systems.
- Delivered executive dashboards and real-time hiring reports; resolved discrepancies in filters and data definitions to maintain dashboard accuracy.
- Partnered with leadership to refine people analytics strategy and ensure dashboards evolved with changing business priorities.
- Built DEI analytics scorecards using LinkedIn Insights and internal workforce data, contributing to a 20% YoY increase in diverse hiring outcomes.
- Played a lead role in Workday enterprise implementation, managing legacy HRIS data conversion, mapping, validation, and onboarding dashboard development.

## **Talent and Operations Consultant**

*Sony Pictures Entertainment (Project Role) | 05/2017 – 05/2018*

- Designed predictive dashboards and succession analytics tools in Tableau to monitor leadership pipeline readiness and support workforce continuity planning.
- Conducted talent analytics using Workday and LinkedIn Talent Insights to identify skill gaps and improve sourcing and DEI strategies.
- Produced executive reports on succession trends, DEI benchmarks, and leadership hiring performance to guide talent strategy alignment.

## **HRIS & Workforce Reporting Analyst**

*HBO (A Time Warner/AT&T Company) | 10/2012 – 05/2017*

- Created Excel dashboards for workforce performance, leadership effectiveness, and attrition analysis across departments.
- Played a lead role in Workday enterprise implementation, managing legacy HRIS data conversion, mapping, validation, and onboarding dashboard development.
- Led training sessions on dashboard interpretation and KPI usage for Ops teams, promoting stronger analytics engagement.
- Worked with HR & IT to ensure ongoing system accuracy and improve the underlying architecture of people data reporting.

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## **EDUCATION**

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**BSc in Management Science**, University of California, San Diego – Thurgood Marshall College

**Certification in Data Analytics**, USC Viterbi School of Engineering

### **Additional Learning:**

- Tableau for Creating Interactive Dashboards – LinkedIn Learning
- Workday Reporting & Analytics – LinkedIn Learning
- Generative AI, Actionable Insights and Ethical Business Data Practices – LinkedIn Learning

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## **TECHNICAL SKILLS**

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**Data Analysis & Visualization:** Tableau, Power BI, SQL (PostgreSQL, BigQuery, Snowflake), Python (Pandas, Jupyter), Google Sheets Scripting

**People Analytics & Workforce Intelligence:** Attrition modeling, hiring forecasts, onboarding velocity, DEI scorecards

**HR Systems Optimization:** Workday, SAP, ADP, Oracle HCM, Salesforce, Taleo, BrassRing

**AI & Predictive Insights:** Co-pilot, ChatGPT, AI-based logic modeling and narrative analytics

**Process Automation:** Excel VBA, JSON, API integrations, workflow scripting

**Cloud & Collaboration:** Google Workspace, Google Cloud, Airtable, Trello, Asana, Qualtrics, LinkedIn Insights, GitHub