

ABDELHAMED TAHA

Senior Data Analyst | Business Intelligence & Data Analytics

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PROFESSIONAL SUMMARY

Strategic Business Intelligence and Data Analytics professional with 9+ years of progressive experience across FMCG, poultry, industrial, and retail sectors in Saudi Arabia and Egypt. Proven expertise in architecting end-to-end BI ecosystems encompassing ETL pipeline design, data modeling, DAX-powered reporting, and C-suite executive dashboards that translate complex datasets into actionable business insights. Deep hands-on proficiency in Power BI, Advanced Excel, SQL, and multiple ERP platforms (NetSuite, JD Edwards, Odoo, Mirnah). Demonstrated success in reducing operational losses, improving supply chain efficiency, and enabling data-driven strategic planning. Adept at leading cross-functional MIS teams and managing the full analytics lifecycle from data acquisition through to stakeholder presentation.

CORE COMPETENCIES

Business Intelligence (BI) | Power BI Dashboard Development | ETL Pipeline Design and Automation | Data Modeling and DAX | KPI Framework Design | Sales Forecasting and Trend Analysis | Financial Analysis (P&L) | ERP Systems Integration | Cross-functional MIS Leadership | Supply Chain Analytics | Data Governance | Stakeholder Management

PROFESSIONAL EXPERIENCE

Senior Data Analyst & Business Intelligence | Riyadh **Taryah Poultry** | Riyadh, KSA *July 2023 – Present*

BI, Reporting & Data Analytics

- Led and mentored a team of operation and inventory analysts, managing workload allocation, quality assurance, and delivery of management information system (MIS) reports.
- Architected and deployed a comprehensive Power BI reporting ecosystem for C-suite leadership, delivering real-time visibility into Sales Performance, Profit and Loss, Client Collections, Inventory Expiry, and Procurement — spanning daily, weekly, monthly, and annual reporting cadences.
- Engineered automated ETL pipelines integrating NetSuite ERP and Mirnah systems, ensuring 100% data integrity and eliminating manual reconciliation across all reporting layers.
- Designed and maintained a centralized KPI monitoring framework covering Sales, Inventory, Purchasing, Farm Operations, and Production — enabling proactive variance detection and leadership-level corrective action.
- Delivered data-driven sales forecasts and credit limit analyses, reducing financial exposure and directly supporting executive-level strategic planning.

Operations, Planning & Digital Transformation

- Developed integrated Production Plans (daily to annual) in collaboration with Slaughterhouse, Sales, Farm, and Operations stakeholders — incorporating packing material forecasting with multi-week visibility.
- Managed end-to-end farm-to-warehouse supply chain operations, encompassing chick procurement, growth-cycle monitoring, slaughterhouse logistics coordination, and warehouse dispatch.
- Spearheaded data migration strategy and go-live readiness for dual ERP implementations (NetSuite and Mirnah), ensuring seamless business continuity and zero-downtime transitions.

Data Analyst | Monginis — Pastry & Bakery Chain | Egypt

Sep 2020 – July 2023

Team Leadership & BI Delivery

- Led and mentored a team of data analysts, managing workload allocation and delivery of all MIS reporting obligations across the enterprise.
- Built and maintained a suite of executive dashboards covering P&L, Sales and Returns, Purchasing, Inventory, Accounts Receivable, and HR — consolidating data from ERP and Odoo systems to enable real-time operational decision-making.
- Delivered granular sales analyses and market forecasts (daily to yearly) for the Business Development Director, including competitor benchmarking across Cakes, Gateaux, and Oriental product lines.

Key Achievements

- Reduced cake product return rate from 20% to 7% by engineering a daily store-order management system and restructuring the returns policy — a sustained 13-percentage-point improvement maintained over 3 years.
- Architected a scalable, flexible data model that reduced ad-hoc reporting turnaround time by approximately 40%, allowing the analytics team to respond faster to evolving executive requirements.
- Translated Business Development strategy into quantifiable KPI frameworks, enabling real-time executive tracking of strategic initiative implementation.

Data Analyst | Dakahlia Group Poultry | Egypt

March 2020 – Sep 2020

- Designed executive dashboards for the Commercial Director covering Sales Performance, Slaughterhouse Inventory, and Production metrics across Hypermarket, Large Grower, and Direct Sales channels.
- Led a cross-functional initiative to optimize the production plan using real-time sales data, improving inventory fulfillment rates and reducing overproduction waste.
- Extracted and cleansed data from JD Edwards and M. Sales ERP systems; maintained KPI monitoring across Sales, Production, Inventory, and Customer Indebtedness.

Data Analyst | Golden Pack | Egypt

July 2019 – March 2020

- Prepared multi-frequency Sales Analysis reports (daily to yearly) for the CEO, covering revenue trends, purchasing patterns, and key performance metrics.
- Built standardized report templates for Sales and Procurement, reducing manual report preparation time by approximately 3 hours per week.
- Extracted and validated data from ERP systems and managed purchase order tracking for carton sheets and rolls, supporting procurement planning accuracy.

Sales Analyst & Commercial Intelligence Specialist | One King Plast Co. (FMCG) | Egypt *March 2018 – June 2019*

- Delivered CEO-level Sales Analysis reports with targets, actuals, and competitor benchmarking; designed channel-specific promotional campaigns that contributed to measurable revenue uplift.
- Monitored sales performance, inventory levels, and customer indebtedness to inform commercial strategy and support proactive account management.

Sales Analyst | Egyptian African Grand Plast Co. (FMCG) | Egypt

Jan 2016 – Feb 2018

- Prepared regular Sales Analysis reports for the Sales Director covering targets, actuals, and channel-level competitor trends.
- Designed and tracked channel-specific promotions; extracted and cleaned ERP data to maintain reporting reliability for the commercial team.

EDUCATION

MBA (In Progress)

Arab Academy for Science, Technology and Maritime Transport

Expected 2027

Bachelor of Economics — Foreign Trade

Helwan University, Faculty of Commerce

2015

TECHNICAL SKILLS

Analytics & BI Tools: Power BI (DAX, Power Query, Data Modeling), Tableau, Advanced Excel (Pivot Tables, Power Pivot), SQL Server, MySQL, Python, SPSS

ERP & Business Systems: NetSuite, Odoo, JD Edwards, Mirnah, Google Sheets / Google Workspace

Languages: Arabic (Native), English (Professional Working Proficiency)

CERTIFICATIONS & TRAINING

- Data Science Diploma — Machinify (Python, MySQL, Machine Learning, DAX)
- Import Practice Program — FTTC
- Qualified Export Specialist — FTTC
- Graduate Studies Scholarship — TURKCHAM and Arab Council
- E-Marketing Diploma — E-Marketing Egypt