**MOHAMMED SALIH**

**Business Intelligence Specialist & Instructor**

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| **PowerBI, Tableau, SQL, Google Analytics, AWS, GCP, Salesforce** |

**Nationality:** British **Mobile:** 07475 299569

**Post Code:** SW11 5XN **Email:** [moh@MohSalih.com](mailto:moh@MohSalih.com)

**LinkedIn:** <https://www.linkedin.com/in/mohsalih/> **Website:** [www.MohSalih.com](http://www.MohSalih.com)

#### EDUCATION:

2017 AWS Certified Cloud Practitioner

2010 MSc Information Technology

2004 Oracle 9i Database Administrator

2000 Oracle Certified Professional

1994 BSc in Computer Science

#### PROFILE:

A **Business Intelligence Specialist**with over 18 years of data driven experience working for a wide range of industries: Banking, Consultancy, Education, Charity, Private and Public sectors. Experienced in requirements gathering, data extraction, data migration, and transformations as well as ETL. Possesses strong software development using a wide set of technologies, such as SQL, Oracle PL/SQL, MS Access / Excel and G Suite. Possesses strong Business Analysis skills utilising such tools as Google Analytics, Power BI and Tableau.

Effective stakeholder management and leadership skills have been used to influence and gain buy-in for technological solutions as well as developing strong relationships across the business. Cooperative team working style coupled with the ability to collaborate at all levels within an organisation including directors and senior decision makers have led to translating business requirements into technical solutions to a high degree of client satisfaction.  An excellent client facing skills as a brilliant communicator presenting technical and business insights.

Seeks**contract work**being**immediately available**for both interviews and starts within **London**. I am also a training instructor for SQL, PowerBI and Excel.

**TECHNICAL SKILLS SUMMARY:**

**Business Intelligence:** Data Analysis / Data Management / Data Extraction / Data Cleansing / Data Manipulation / Data Migration / Identify trends / Develop Reports / ETL / SSIS / SSMS / Visual Studio / Salesforce CRM/Dynamics 365 Sales

**Data Analysis:** Power BI / Visual Studio / Tableau / Google Analytics / Google Tag Manager / Data Studio

**Programming:** SQL / PL-SQL / SQL Developer/ HTML / VBA / PHP

**Databases:** Oracle 9 / 10g / 11i / MS SQL Server 2008 / MS Access / MySQL

**Microsoft Office:** Word / Excel / PowerPoint / Outlook / Access / Project / Visio

**Google Suite** Email / Calendar / Drive / Docs / Sheets / Slides / Blogs / Sites

**Operating Systems** Windows XP, 7, 8, 10 / Apple OS X / Unix

**Web CMS** Joomla / WordPress / Artisteer / Google Tag Manager

**Business Analyst:** Requirements Gathering / Project Management / End User Support.

**References available on request; recommendations available via LinkedIn**

**EMPLOYMENT HISTORY**

**Sep 2019 – Now**

**Power IT, UK**

**Training Instructor** *Delivering a number of training courses for training houses for these courses:*

* Introduction to SQL Server.
* Advanced SQL Server.
* Introduction to Power BI
* Introduction to Excel Macros and VBA Programming
* Introduction to Project Management

**Clients include**: Rolls-Royse, Store Feeder, Your Clothing, Mitsubishi.

**July 2019 – Aug 2019** **Keko, UK**

[*www.Keko.london*](http://www.Keko.london) *is a creative agency that specialises in selling to affluent consumers. It applies a data and insight driven approach for clients like Bentley Motors, Triumph, Porsche and Bugatti.*

**BI / Data Analyst** working on web analytics for user engagements reporting. Extracting data from Google Analytics for fiscal years and report on website user activities using Domo and Magic ETL.

**Responsibilities**

* Creating business intelligence dashboards using Domo.
* Extracting and transforming Google Analytics data using Magic ETL.

**Skill Snapshot:** Domo / Magic ETL/SQL /Excel /Access /Google Analytics /Business Analysis /BI Reports

**May 2019 - July 2019** **Send Me A Sample, UK**

[*www.SendMeASample.net*](http://www.SendMeASample.net) *is an innovative company reaching client with various samples by using voice on mobiles and other devices with clients in the UK, USA and Germany such as Coca Cola, Dunkin Donets and Clarins.*

**Data Analyst** working closely with the head of operations as well as the CEO to convert data from sources like Dynamics 365, Google Analytics into PowerBI reports that provided insights into user’s trends. Discussing voice app metrics with development partner. Providing technical support for the team on technology use and data management. Building a SQL Server database with tables, view, functions and procedures for data extraction, cleansing and presentation with PowerBI.

**Responsibilities**

* Creating PowerBI reports on marketing campaigns and data extraction dashboards.
* Building a database of sales orders, contacts and brand permissions in SQL Server.
* Extracting, linking and exporting various data sets for analyses for operations and the CEO.

**Skill Snapshot:** SQL Server/ Excel / Power BI/ Google Analytics/ Business Analysis / Requirements Gathering & Analysis/Business Intelligence /Voice App analytics/Microsoft Dynamics 365 Sales CRM

**Jan 2019 - Apr 2019** **Invesco, UK**

[*www.Invesco.com*](http://www.Invesco.com) *is an investment management company operating from 20 countries, with assets under management over 240 billion dollars in 2018. With 7000 staff serving private investors and institutions.*

**Data Steward** contracted to work on building relationships with various teams and departments in order to source data and make it available for visualizations. Working within the exciting team of Retail Digital Distribution and focusing on insights and analytics within the EMEA region. My aim is to find data sources & build relationships to leverage them to create the data architecture. Got exposure to financial compliance, risk management, anti-money laundry and anti-bribery procedures.

**Responsibilities**

* Liaison point between the business and IT Data Engineering
* Identifying & build relationships with data owners to enable data access & quality.
* Collaborate on API data extractions to implement data visualizations on PowerBI.
* Evangelize building up the Google BigQuery to connect to Google Analytics.
* Use Salesforce CRM and discuss the underlying data model of its implemented objects.
* Document project steps on Jira and Confluence.

**Skill Snapshot:** SQL Server/ Excel / Power BI/ Google Analytics/ Business Analysis / Requirements Gathering & Analysis/Business Intelligence /Amazon Web Services/Google BigQuery /Jira /Salesforce CRM

**Sep 2018 – Oct 2018** **Centrica (British Gas)**

*A multinational energy and services company supplying electricity and gas to businesses and consumers in the United Kingdom and Ireland.*

**Data Analyst** Analysing customer records to ensure success of data process comply with company policy.

**Responsibilities**

* Work on data lake in Hadoop using Hive queries via Ambari, Teradata SQL Assistant.
* Document SQL queries in SharePoint.

**Skill Snapshot:** SQL/ Excel/ Business Analysis/Teradata SQL Assistant/Hadoop/Hive/Ambari/SharePoint

**Mar 2018 - Sep 2018** **Discovery, UK**

*An international cable and satellite television channel now moving into providing a lot of its content on Internet digital platforms, a publicly traded company, the channel is widely distributed cable channel in the United States, it is available in millions of households worldwide.*

**Business Intelligence / Data Analyst** Analysing marketing data and providing insights for decision makers on Web and App strategies using Adobe Analytics, Google Analytics and Good Data.

**Responsibilities**

* Supporting the data analytics team in ETL operations APIs with PHP and MySQL on Ubuntu Linux.
* Use Confluence for system online documentation
* Building visualizations and dashboards using PowerBI and Tableau.
* User management on Adobe Marketing and Analytics, problem solving, client management, stakeholders, requirements, access control, user management

**Skill Snapshot:** SQL / Excel / Tableau / Business Analysis / Adobe Analytics / Google Analytics, MySQL/PHP/Ubuntu Linux// Confluence/Jira/FreshDesk/AWS

**Jan 2018 - Jan 2018** **Disney Interactive, UK**

*A website and an app promoting movies and products of Disney in the EMEA region, supporting the marketing department in using Adobe Analytics, SQL Server and SSIS.*

**Business Intelligence / Business Analyst** Analysing marketing data and providing insights for decision makers on Web and App strategies.

**Responsibilities**

* Supporting the marketing department in ETL operations managed by the SSIS into a SQL Server Database.
* Use Confluence for system online documentation

**Skill Snapshot:** SQL / Excel / Tableau / Business Analysis / Adobe Analytics / SQL Server / Confluence

**Oct 2017 - Jan 2018** **Dugout, UK**

*[www.Dugout.com](http://www.dugout.com) is a website and an app promoting international football clubs and professional players, it provides exclusive content to football fans. With staff over 60 around the UK and Europe generating revenue from digital advertising online.*

**Business Intelligence Analyst** contracted to deliver highly visible data initiatives involving clubs on the Dugout platform, generating insights, visualisations and analysis feeding into management decision making, drive new product ideas, fan engagement campaigns and assist the business in the development of both product and business strategies. Working on various digital platforms to extract data from e.g. DFP, Google Analytics, SpotX, Facebook. Preparing data warehouse views to report on Website visitors metrics like page views, users, visitors, sessions, videos starts, geographic locations.

**Responsibilities**

* Develop and execute SQL queries / R scripts to surface data tables.
* Develop requirements for data manipulation / wrangling / cleaning and assisting in implementing them
* Produce reports and interactive dashboards with various stakeholder groups using Tableau.
* Analyse and provide insights into user behaviour, marketing campaign effectiveness and impacts.
* Assist in development of strong communication strategies for data analysis to drive commercial insight.
* Support the delivery of effective presentations of findings and recommendations to different audiences.

**Achievement**

Developed a software tool Data Processor purely from self initiative to help upload and manage data into the data warehouse saving hours daily on data download and uploads, the tool also writes commands that are run in seconds. With this we can load thousands rows of data within minutes, now used daily.

**Skill Snapshot:** SQL / MySQL / Excel / Tableau / Power BI/Qlik Sense / Google Analytics/ Business Analysis / Requirements Gathering & Analysis / Business Intelligence /Data Management /R/ AWS / Google Platform / Google BigQuery / Google Cloud / Sprout Social

**Aug 2016 - Aug 2017** **Power IT, UK**

*An IT consultancy helping clients to leverage the use of data to make business decisions using suitable IT tools on such databases as Access, Oracle and MySQL.*

**Business Data Analyst** to analyse the business by collecting and graphing budgeting and marketing data. Installed and deployed business intelligence tools (Google Analytics, Power BI and SSIS, SSMS) to help with data management for business leaders to measure the effectiveness of an online marketing campaign.

**Responsibilities**

* Use Power BI to extract and transform data from Web, Excel and databases to create visualizations to enhance decision making.
* Deploy Google Analytics on websites to analyse data on visitor numbers, behaviour and conversion to monitor the progress of Website performance.
* Digital marketing using paid Facebook advertising and Google Tag Manager for site visitor behaviour tracing which advised the client to adjust website content to increase traffic.
* Installed SQL Server 2016 and configure Visual Studio to use SSIS and SSMS.

**Achievement**

Ensured better information visibility in the business by preparing a number of work packages for data extraction, transformations and loading using SSIS with data flow between SQL Server and Access / Excel.

**Skill Snapshot:** SQL / SSIS / SSMS / MySQL / Excel / Access / Google Analytics / Google Tags / Power BI /Business Analysis / Requirements Gathering & Analysis / Business Intelligence /Data Management /G Suite.

**Mar 2014 - Jul 2016** **Qatar Foundation, Qatar**

*Qatar Academy houses 600 students and 103 members of staff providing education as a high tech school deploying cutting-edge technology of Apple Macs, iPads and Chromebooks, preparing students to enrol into American universities.*

Hired as a **Data Analyst / Technology Leader** to gather data from all departments that included student performance data, process that data and load into target systems. Lead the technology department to ensure effective learning takes place for all students and teachers. Create data analysis reports for director and principal for decision making on growth plans. Manage data flow across multiples of systems within a team of 8 technologists.

**Responsibilities**

* Analyse student assessment data from various portals and create visualizations for team leaders to monitor students’ progress.
* Develop tools to extract, process and share student behaviour data on Google Suite programming.
* Lead a team of 6 IT specialists to implement the ICT vision organising workload and monitor progress on weekly basis. This included task assignment and performance monitoring of each team member.
* Lead the technology team to provide instruction to school population of 600 students & 103 staff on MS Office, G Suite, and Apple Mavericks.

**Achievements**

* Consolidated data into a unified database of student records named MARS, daily reporting and monitoring on clean data saving long hours of finding reliable information and reducing staff needed from 7 to 1. This significantly improved performance and efficiency of reporting.
* Developing the ‘Grader’ software to capture students’ daily progress and generating term reports instead of using Power School that did not fit teachers’ needs, saved £100s on monthly licences with ETL on Access, Excel and Google Suite.
* Managed both internal and external websites saving around £50K a year on maintenance costs.

**Skill snapshot:** ETL / Excel / Access / VBA / Technology Strategy / Team Leadership / Mavericks OS X / Google Suite / Business Intelligence / Data Analysis / Visualisation / Requirements Analysis / Requirements Gathering / Training Instruction.

**Sep 2004 - Feb 2014** **Ministry of Finance, Qatar**

*The financial planning and executive body of the Qatari government implementing the strategies developed by the Emir HH Sheikh Hamad Al Thani and networking with over 40 public sector departments, we well as local businesses and international bodies like the World Bank and the International Monetary Fund.*

Hired as a **Data Systems Analyst and Designer** to design, develop and test front end applications based on Oracle Forms and Reports to convert paper procedures into digital processes. Provide SME advice to the IT Director on IT strategy, staff recruitment, analysis of government statistics, writing a report to the minister on the viability of an IT merger. Provided database administration on 3 Oracle Databases on Windows and Unix.

**Responsibilities**

* Develop software based on Oracle database of Forms Reports in an Agile development environment.
* Program software applications using Oracle SQL and PL/SQL to interface an Oracle database.
* Acquire, analyse and present government data to international bodies using Access and Excel.
* Due to an effective track record of consistent delivery of thorough documentation, nominated to project manage software documentation for all internally developed applications
* Resolve application technical issues via help desk call logging on Excel and Access to supervise performance, later we upgraded to ManageEngine ServiceDesk.
* Design and develop the Purchasing Management System for the Finance Manager moving the process from being paper to digital, reducing time from 2 weeks to 2 days with plenty of management reports.
* Design and develop the Contracts Management System for the Admin Manager so all contract deadlines, clauses and instalments are alerted to the manager saving looking through paper files.

**Achievements**

* Stepped up to fill in for a role of Database Administrator on Windows and Unix to ensure business continuity and avoid database crashes on one operating system, this initiative saved one major database crash during a weekend.
* Stand in for the banks consolidation process or reconciliation financial transactions from 14 banks into the ministry using SQL Loader, Excel, Access on ETL tasks which helped our accountants to check bank statements regularly as a result we closed financial periods faster.

**Skill snapshot:** Agile Development / SQL / PL/SQL / ETL / Access / Excel / Data Analysis / Visualisation / Oracle Development / Oracle Database Administration / SDLC / Requirements Gathering / Requirements Analysis / Business Intelligence / Statistics Management / Public Finance / Project Management

**Sep 2002-June 2004 Al Maha Academy, Qatar**

*A British school providing first class education to a population of over 6,000 students. Integrating the use of ICT in all subjects from kindergarten to year 10 to lead into GCSEs and A-Levels.*

Hired as a **Technology Coordinator** forall IT needs of the school including technology procurement and roll out and managed all technology inventory of software, hardware and ICT curriculum.

**Achievement:** Leading the school to use electronic student reports generator hence saving time in proofreading and adding data availability using Excel and Word to maintain reports standards across grades.

**Skill snapshot:** Excel / Access / Help Desk Support / ICT Lab Management / ICT Curriculum Teaching

**2001-Sep 2002 Teknia, UK**

*SME designing, developing and maintaining websites customised with themes, modules and extensions.*

Worked as a **Web Developer** (company owner) to develop web application with MySQL database. Designed and developed a number of web sites using HTML and CSS.Created and maintained client sites using content management systems primarily Joomla and WordPress.Developed new website themes for seasonal website colour changes with Artisteer theme generator.

**Skill snapshot:** Joomla / WordPress / MySQL / HTML / Theme Generation / Website Development / CMS

**1999-2001 Marconi Software Solutions, UK**

*A management consultancy delivering IT tools and expertise to the mother company GEC Marconi.*

**Senior Software Developer** for Oracle Forms, Reports, and PL/SQL functions & procedures. Database design and administration. Conducted ETL and data migration from various systems into new databases.Designed and developed applications on Oracle database using Forms and Reports.Created data mapping tools using Excel and Access to load into Oracle General Ledger tables.

**Skill snapshot:** Excel / Access / ETL / Data Mapping / Oracle Forms / Oracle Reports / SQL / PL-SQL

**1998-1999 ICL, UK**

*An IT services consultancy specialising in retail point-of-sale equipment and back-office software. The Oracle Centre of Excellence focused on delivering Oracle expertise to all other parts of the mother company ICL.*

**Oracle Developer** for Oracle Forms, Reports, and PL/SQL for the Expenses System & Assets Management System. Re-engineered a database for HM Prison Service, assisted DBA in with data migration.Designed, developed and maintained bespoke applications using Oracle DB, Oracle Forms and Oracle Reports.Wrote functions and procedures, tested and deployed at database using PL/SQL.

**Skill snapshot:** Oracle Database / Reverse Engineering / Oracle Forms / Oracle Reports / PL-SQL / SQL

**1997-1998 Logica, UK**

*A multinational IT and management consultancy providing services to automobile, banking, telecoms.*

**Software Developer / Consultant** providing Software Support for Oracle Database and Gupta SQL\* Windows. Developed VBA tools on Excel/Access e.g. Electronic Timesheet & Invoicing. Fixed Y2K on a global purchasing system (WIPS).Developed the Invoice Generator to help automated billing clients for professional services Excel & VBA used by project managers.

**Skill snapshot:** Excel / Access / VBA / Oracle Database / DBA / Help Desk Support

**1996-1997** The *bank division managing branches and all related HR activities.*  **Halifax Bank, UK**

**Excel VBA Developer** to design, document & deliver 8 office tools in Excel and trained users on newly developed tools. Created a new log database to record all movement requests within Halifax and report to the Regional Director. **Skill snapshot:** Excel / VBA

**ACHIEVEMENTS**

**2019 Advanced Leader Silver**

*Toastmasters International, USA*

**2019 Advanced Leader Bronze**

*Toastmasters International, USA*

**2019 Advanced Leader Communicator**

*Toastmasters International, USA*

**2018 Competent Leader**

*Toastmasters International, USA*

**2018 Competent Communicator**

*Toastmasters International, USA*