ABDUL KASSAS

Senior Data Analytics Expert

📍 Toronto, Canada

📞 437-988-3913

✉ a.kassas@gmail.com

in linkedin.com/in/3bdallah

TECHNICAL SKILLS

- **ETL** : SSIS, SAP Data Services
- **BI & Analytics** : PowerBI, SSAS, SSRS, Tableau, SAP Lumira, Sigma
- **Databases** : SQL Server, PostgreSQL, Oracle, SAP HANA, Redshift, Snowflake
- **Data Science** : Pandas, NumPy, Azure ML, Impala, Hive, Celonis Process Mining, Apache Spark, PM4PY
- **Data Quality** : SAP Information Steward, Atlan
- **Data Frameworks** : Kimball, Inmon, DAMA
- **Coding** : Python, C#, VBScript, ABAP
- **ERP** : SAP, Odoo
- **Cloud :** AWS, Azure

CERTIFICATIONS

- DP-900 : Microsoft Azure Data Fundamentals
- AZ-900 : Microsoft Azure Fundamentals
- DA-100: Analyzing Data with Microsoft Power BI
- Certified Tableau Desktop Specialist
- Certified Data Management Professional (CDMP)
- Certified Business Intelligence Professional (CBIP)
- TOGAF® 9
- ITIL
- PMP

LANGUAGES

- English (Fluent)
- Arabic (Native)

TALKS

- Process Mining : A new way to look at your data - Saudi Data Analytics Conference - April 2020 - Saudi Arabia

WORK EXPERIENCE

Dec 2022 - Present

Senior Data Engineer
Avenue One

- Developed **notebooks and dashboards** to monitor the company's critical metrics
- Designed a **Process Analytics Framework** for monitoring processes data
- Utilized **Process Mining** to analyze and enhance real estate business processes
- Collaborated with the Process Excellence team to enhance business processes through the application of tools like **RPA, DMAIC, and Six Sigma**
- Offered mentorship in **data analysis** to team members and business SMEs

Tech: Python, dbt , SQL, Pandas, Snowflake, Hex, Atlan, Sigma, Process Mining

Feb 2022 - Dec 2022

Founding Data Engineer
BizzyCar

- **Setup a modern data analytics infrastructure** based on AWS from scratch.
- Built **ETL pipelines** to extract data from multiple SaaS apps and APIs
- Performed **data analysis** and ran **ad-hoc queries** and reports for the business and operations team to support them in data driven decision making
- Created multiple **Reverse ETL** pipelines to update operational tools like HubSpot CRM and Slack with key business metrics and KPIs
- Provided the executive leadership and business with a number of strategic and tactical **BI dashboards** to monitor the state of the business and track key **SaaS metrics** (MRR, ARR, LTV, CAC, ARPU, Cohort Analysis)

Tech : AWS (Redshift, Lambda, S3, QuickSight, DocumentDB), Python, Pandas, Tableau

June 2021 - Feb 2022

Senior BI Developer
FGF Brands Inc

- Maintained **data cubes and models** in the company enterprise data warehouse
- Built **reports and visualization dashboards**
- Developed **ETL packages** and SQL data transformation logic
- Designed a **cloud architecture** for a modern data warehouse for the company

Tech : SSIS, SSAS, Power BI, SQL Server, Azure, Celonis

Aug 2019 - May 2021

Senior Data Engineer
Tamkeen Technologies

- Built a **Python ETL code** to parse data from log files generated by 7 security tools. Developed analytical dashboards to visualize the data
- Developed a **Data Warehouse** for the internal ERP system for : HR, Procurement and Finance departments. Designed several dashboards and reports for the company executives that replaced manual effort
- Operated a number of large data warehouses, data marts and ETL pipelines for data related to national products serving **millions of users**

Tech : SSIS, SSAS,SSRS, Power BI, SQL Server, Python, Spark

Jun 2018 - Jul 2019

Senior BI Developer
SABIC (Saudi Basic Industries Corporation)

- Implemented **Process Mining** using Celonis for different business processes such as **Order-To-Cash** and **Procure-to-Pay**
- Helped the business highlight **inefficiencies** in the supply chain processes through conformation and deviation analysis
- Transformed **logs and event data** into adequate format for process mining.
- **Improved the shipments delivery accuracy by 25% and increased customer satisfaction** by developing and managing a complex report and visual monitoring dashboard for the supply chain business
- **Enhanced the efficiency** of the supply chain team by developing +20 **analytical dashboards** focusing on master data management, order fulfilment monitoring, order-to-cash process analysis and other key KPIs

Tech : Celonis Process Mining, PQL, SAP HANA, Lumira, SSIS, Power BI

Oct 2016 - Jun 2018

Senior Business Analyst
SABIC (Saudi Basic Industries Corporation)

- Skilled in the **collection of user requirements** and **analysis of business processes** converting them to functional and technical specifications
- **Increased the usage of the E-Commerce platform** for the steel business from **6% to over 80%** in one year, by developing new features that attracted more customers

- **Reduced email communication and calls** by developing a set of self-service features, giving the customers 24/7 access to their order documents.
- **Automated** a number of business processes using different programming languages

Tech : SAP ABAP, UML, BPM, Requirement Analysis, User Stories, ARIS, RPA

Mar 2014 -
Oct 2016

Data Migration Specialist

SABIC (Saudi Basic Industries Corporation)

- **Developed hundreds of ETL jobs** to extract data from legacy SAP and non-SAP data sources, manipulate them, and load them into the target systems
- Worked with **data across different business domains** such as : Manufacturing, Finance, Procurement, Supply Chain and HR

Tech : SQL, SAP Data Services, Oracle DBMS, IDOCs, LSMW

Oct 2013 -
Mar 2014

Software Testing Specialist

SABIC (Saudi Basic Industries Corporation)

- Contributed to **saving the business +200 hours of manual work** by building +40 reusable **RPA** scripts used for SAP configuration and other repetitive work
- **Reduced the regression testing time from weeks to days** by assisting the SAP SMEs in **automation of +240 ERP critical business scenarios**
- Strong knowledge and hands-on experience in software quality assurance, testing best practices and setup of testing CoEs

Tech : HP ALM QC, HP UFT, VBscript, BMC Remedy, SAP, RPA

Apr 2013 -
Oct 2013

Data Quality Analyst

SABIC (Saudi Basic Industries Corporation)

- Worked with SMEs across 10 different SAP ERP modules and business domains on defining and building **+300 data quality rules** in a DQ tool
- **Built several ETL jobs and data pipelines** to extract and prepare the ERP data for monitoring by the Data Quality tools
- **Designed visualization dashboards and scorecards** using Qlikview to allow the management and data stewards monitor the data quality scores and failed records.
- **Trained a number of data stewards** on data governance, data quality best practices and how to define data quality rules

Tech : SAP Information Steward, SAP Data Services, Qlikview

Oct 2011 -
Apr 2013

Software Engineer

SABIC (Saudi Basic Industries Corporation)

- **Developed a responsive web-based & mobile-friendly application** using JQuery Mobile, HTML5 and Google Maps API to help the company employees find information about the nearby hospitals
- **Developed a scheduling & reservation system** for all telepresence units of the company using C#, Exchange Server API,Cisco API and MS SQL

Tech : C#, .NET, HTML5, Javascript, JQuery, MSSQL, T-SQL

Jun 2011 -
Aug 2011

GIS Software Engineer (Intern)

Saudi Aramco

- Worked as a software engineer on **developing solutions using ESRI map technologies** that integrate and leverage business data, improve workflows and enhance decision making in supporting Aramco goals

Tech : Adobe Flex, ESRI Maps, C#

EDUCATION

2010 - 2011

M.Sc in Computer Science

King Abdullah University of Science and Technology (KAUST)

2005 - 2010

B.Sc in Computer Engineering

King Fahd University of Petroleum & Minerals (KFUPM)

2008 - 2009

Student Exchange Program

Texas A&M University