# Ahmed Sok

*Data Analyst & Digital Solutions Manager*

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| **Profile**  Results‑driven Data Analyst & Digital Solutions Manager with 15 + years of experience turning complex data into actionable insights across e‑commerce, retail, and technology sectors. Proven track record of leading end‑to‑end analytics projects, designing and rolling out enterprise‑wide BI tools, and delivering high‑impact training programmes for large, multinational user bases. Recognised for strong communication, cross‑functional leadership, and the ability to translate business requirements into robust data‑driven solutions that improve efficiency, reduce costs, and support strategic decision‑making.  **Skills**  Data & Analytics, Digital & e‑Commerce Tools, Project & Process Management, Leadership & Communication, Additional Skills  **Languages**  Arabic — Native speaker  English — Fluent, professional  French — Conversational  **Awards**  Employee of the Year | 2019-12-01  OmniTech Solutions  Awarded “Employee of the Year” – OmniTech Solutions (2019) for outstanding contributions to digital transformation initiatives.  Outstanding Service Award | 2020-12-01  Business Intelligence Consulting Client  Outstanding Service Award – Business Intelligence Consulting Client (2020).  **Certifications**  Microsoft Certified: Data Analyst Associate (Power BI) | 2020-05-01  Microsoft  Tableau Desktop Specialist | 2019-04-01  Tableau  Certified Business Analysis Professional (CBAP) | 2021-09-01  International Institute of Business Analysis (IIBA)  **Interests**  Marathon running: completed Dubai Marathon 2023  Chess: regional club competitor  Photography: landscape and street | **Experience**  **Junior Data Analyst at Global Retail Solutions (GRS)**  01 Jul 2010 – 30 Jun 2012  Extracted, cleaned, and validated sales data from POS systems for weekly performance reports. Created automated Excel dashboards that cut manual reporting time by 35 %. Assisted senior analysts in ad‑hoc queries for merchandising teams.   * Extracted, cleaned, and validated sales data from POS systems for weekly performance reports. * Created automated Excel dashboards that cut manual reporting time by 35 %. * Assisted senior analysts in ad‑hoc queries for merchandising teams.   **Data Analyst (Promotion) at Global Retail Solutions (GRS)**  01 Jul 2012 – 31 Dec 2015  Designed and maintained Tableau workbooks covering inventory turnover, customer segmentation, and promotional effectiveness. Conducted statistical analysis to identify pricing elasticity, influencing a 4 % margin improvement. Presented findings to regional managers, receiving commendation for clarity and impact.   * Designed and maintained Tableau workbooks covering inventory turnover, customer segmentation, and promotional effectiveness. * Conducted statistical analysis to identify pricing elasticity, influencing a 4 % margin improvement. * Presented findings to regional managers, receiving commendation for clarity and impact.   **Senior Data Analyst at OmniTech Solutions**  01 Jan 2016 – 31 Mar 2018  Led a cross‑functional team of 4 analysts to develop a company‑wide BI platform (Power BI) for e‑commerce performance monitoring. Implemented ETL pipelines using Python & Azure Data Factory, reducing data latency from 48 h to 4 h. Trained 120+ staff on new reporting tools; post‑training survey showed 92 % satisfaction.   * Led a cross‑functional team of 4 analysts to develop a company‑wide BI platform (Power BI) for e‑commerce performance monitoring. * Implemented ETL pipelines using Python & Azure Data Factory, reducing data latency from 48 h to 4 h. * Trained 120+ staff on new reporting tools; post‑training survey showed 92 % satisfaction.   **Lead Data Analyst / Digital Solutions Manager (Promotion) at OmniTech Solutions**  01 Apr 2018 – 31 Oct 2021  Managed end‑to‑end rollout of an internally built Digital Analytics Suite (DAS) across 3 business units (Retail, Marketplace, Logistics). Acted as primary escalation point for complex user issues; resolved 98 % of tickets within SLA. Directed project sub‑tasks for a migration to Snowflake, delivering the project 3 months early and saving US$ 250 k in licensing costs. Authored comprehensive training manuals and video tutorials, increasing user adoption from 45 % to 85 % within six months.   * Managed end‑to‑end rollout of an internally built Digital Analytics Suite (DAS) across 3 business units (Retail, Marketplace, Logistics). * Acted as primary escalation point for complex user issues; resolved 98 % of tickets within SLA. * Directed project sub‑tasks for a migration to Snowflake, delivering the project 3 months early and saving US$ 250 k in licensing costs. * Authored comprehensive training manuals and video tutorials, increasing user adoption from 45 % to 85 % within six months.   **Data Analytics Manager at NovaWave Enterprises**  01 Nov 2021 – Present  Oversee a team of 12 analysts and 3 data engineers supporting 7 digital tools (incl. proprietary AI‑driven recommendation engine). Define and monitor KPIs for business units; introduced a predictive churn model that reduced customer churn by 15 % YoY. Lead quarterly stakeholder workshops, delivering insights that informed product roadmap and resulted in a $ 1.2 M revenue uplift. Spearhead continuous improvement initiatives; instituted a data quality framework raising data accuracy from 87 % to 98 %. Coordinate with IT and Operations to align process changes with analytics capabilities, ensuring seamless rollout of enhancements.   * Oversee a team of 12 analysts and 3 data engineers supporting 7 digital tools (incl. proprietary AI‑driven recommendation engine). * Define and monitor KPIs for business units; introduced a predictive churn model that reduced customer churn by 15 % YoY. * Lead quarterly stakeholder workshops, delivering insights that informed product roadmap and resulted in a $ 1.2 M revenue uplift. * Spearhead continuous improvement initiatives; instituted a data quality framework raising data accuracy from 87 % to 98 %. * Coordinate with IT and Operations to align process changes with analytics capabilities, ensuring seamless rollout of enhancements.   **Business Intelligence Consultant at Freelance & Consulting (Side‑Project)**  01 Jan 2020 – 30 Jun 2020  Delivered a custom Power BI solution for a mid‑size e‑commerce startup, enabling real‑time sales monitoring and inventory alerts. Received client “Outstanding Service” award (2020).   * Delivered a custom Power BI solution for a mid‑size e‑commerce startup, enabling real‑time sales monitoring and inventory alerts. * Received client “Outstanding Service” award (2020).   **Career Sabbatical at Gap**  01 Jul 2020 – 31 Oct 2020  Took a short sabbatical to complete an intensive data‑science bootcamp (Python for Data Science) and to pursue personal travel.   * Took a short sabbatical to complete an intensive data‑science bootcamp (Python for Data Science) and to pursue personal travel.   **Education & Training**  **Master of Science, Data Science**  American University in Dubai  01 Sep 2013 – 30 Jun 2015  **Bachelor of Science, Computer Science**  Cairo University  01 Sep 2008 – 30 Jun 2012  **Projects**  **Digital Analytics Suite (DAS) Deployment**  01 Apr 2018 – 31 Oct 2021  Led the design, pilot, and enterprise rollout of a proprietary analytics platform serving 10,000+ monthly active users across three business units.   * Led the design, pilot, and enterprise rollout of a proprietary analytics platform serving 10,000+ monthly active users across three business units.   **Predictive Churn Modeling**  01 Nov 2021 – Present  Developed and operationalized a machine‑learning model (XGBoost) integrated into the CRM, enabling proactive retention campaigns.   * Developed and operationalized a machine‑learning model (XGBoost) integrated into the CRM, enabling proactive retention campaigns.   **E‑commerce Funnel Optimization**  Conducted A/B testing on checkout flow, identifying UI improvements that increased conversion rate by 2.3 %.   * Conducted A/B testing on checkout flow, identifying UI improvements that increased conversion rate by 2.3 %.   **Reporting Efficiency Achievement**  Delivered a Tableau dashboard suite that reduced weekly executive reporting time by 40 %, freeing ~120 hours of analyst effort per year.   * Delivered a Tableau dashboard suite that reduced weekly executive reporting time by 40 %, freeing ~120 hours of analyst effort per year.   **Cost Savings Initiative**  Managed migration to Snowflake and revamped ETL architecture, delivering the project 3 months ahead of schedule and saving US$ 250 k in licensing fees.   * Managed migration to Snowflake and revamped ETL architecture, delivering the project 3 months ahead of schedule and saving US$ 250 k in licensing fees.   **User Adoption Programme**  Developed and executed a training programme for a new Digital Analytics Suite, increasing user adoption from 45 % to 85 % within six months.   * Developed and executed a training programme for a new Digital Analytics Suite, increasing user adoption from 45 % to 85 % within six months.   **Revenue Impact Project**  Built a predictive churn model that decreased churn by 15 %, contributing an estimated $ 1.2 M additional annual revenue.   * Built a predictive churn model that decreased churn by 15 %, contributing an estimated $ 1.2 M additional annual revenue.   **Data Accuracy Improvement**  Implemented a data quality framework that improved overall data accuracy from 87 % to 98 % across all business units.   * Implemented a data quality framework that improved overall data accuracy from 87 % to 98 % across all business units.   **References**  **Available upon request** |