

Basma Abdullah

Data Analyst & BI Specialist

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Collaborative **Data Analyst & BI Specialist** with **11 months of experience** in Data Analysis, Business Intelligence, System Analysis, and Automation. Highly skilled in leveraging **Python, SQL, and Advanced Excel** for complex data modeling, alongside the **Microsoft Power Platform (Power BI, Power Automate)** to build executive dashboards and streamline workflows. A proactive team player dedicated to solving operational problems and delivering data-driven insights that support digital transformation goals.

Work Experience

- **Data Analyst & BI Specialist (Contract)** *Oct 2025 – Dec 2025*
Ministry of Human Resources and Social Development, Madinah, Saudi Arabia
Spearheaded digital transformation by leading four key projects: automating the **Ekhaa** workflow, developing **Housing Eligibility** models, and building KPI dashboards for the **Assistant Director General** and **Empowerment Unit**, collectively reducing processing time from days to seconds.
- **Information Systems Analyst (Tamheer)** *Aug 2024 – Feb 2025*
Medina Regional Municipality, Madinah, Saudi Arabia
Updated the **Digital Transformation Strategy (2027)** and co-developed the **Madinah Innovation Platform** (SQL/System Analysis). Additionally, built **Digital Initiatives Dashboards** and performed gap analyses to align municipal services with strategic goals.
- **COOP Trainee** *Jan 2024 – Feb 2024*
Medina Regional Municipality, Madinah, Saudi Arabia
Analyzed IT report datasets to create performance visualizations and assisted the technical team in system analysis lifecycles and operational support, gaining practical insight into KPI design.

Key Projects

- **Assistant Director General Dashboard | Power BI, Excel**
Built a centralized executive dashboard consolidating sector-wide KPIs, officially adopted for strategic reporting at the "Will Makers Forum."
- **Empowerment Unit Performance Dashboard | Power BI, Excel**
Designed a tracking system for Social Security Offices that identified bottlenecks and improved beneficiary service delivery rates.
- **Ekhaa Automation System (Paperless Workflow) | Power Automate, MS Forms, SharePoint**
Engineered a fully automated workflow that reduced request processing time from days to seconds and eliminated manual entry errors.
- **Housing Eligibility Classification Model | Advanced Excel (Weighted Scoring)**
Developed a mathematical scoring model to automate beneficiary ranking, ensuring fair, instant resource distribution and replacing manual research.
- **Madinah Innovation Platform | SQL, HTML, System Analysis**
Co-developed the platform's full stack (Database & UI) from concept to launch, supporting the municipality's digital innovation ecosystem.
- **Falak App (AI Tracker) | Flutter, Python, AI**
Created an AI-powered app for locating lost children utilizing real-time tracking and predictive modeling.

Education

Bachelor's in computer information systems (First Class Honors, GPA: 4.94/5)

Taibah University, Madinah | May 2024

Honors & Awards

2nd Place – Data Analysis for NPO Program | May 2025

(Built predictive model to classify non-profit organizations in Riyadh, identified development gaps, and delivered actionable insights).

Certifications

- Digital Transformation (Beginner Level) by Satr Academy (Oct 2025)
- Foundation Program in Artificial Intelligence – King Saud University (Aug 2025)
- Artificial Intelligence Essentials – IBM (Jul 2025)
- Excel Basics for Data Analysis – IBM (Jan 2024)
- Foundations: Data, Data Everywhere – Google (Jul 2023)
- Big Data – Future Skills (Jul 2023)
- Fundamentals of Visualization with Tableau – UC Davis (Jun 2023)
- Introduction to Data Analytics – IBM (Jan 2023)

Core Qualifications:

- **Technical:** Power BI, Power Automate, SQL, Python, Advanced Excel, Tableau, HTML/CSS.
- **Soft Skills:** Problem-Solving, Teamwork, Communication, Adaptability, Accuracy.

Languages:

- Arabic (Native)
- English (Professional)