



# Husam Rahhal *Business Analyst*

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🌐 Husam Rahhal

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## 👤 Profile

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An experienced Business Analyst with an MSc in Data Science. With 5+ years of experience in the field, my strength lies in team leadership and turning data into valuable insights

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## 👜 Professional Experience

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05/2024 – present  
Riyadh, Saudi Arabia

**Business Analyst, Saudi Data & AI Authority (SDAIA)**

- Manage the entire product development lifecycle for more than 30 products related to 20 different government entities including gathering the requirements, making the BRD documents, UI/UX, Development and UAT.
- Create comprehensive Business Requirements Documents (BRDs) that outlines the scope, objectives, functional specifications and process diagram.
- Lead meetings with development, UI/UX, and project management teams to ensure their work adhere to the product specifications.
- Conduct User Acceptance Testing (UAT) to validate solution's functionality and ensure all requirements are met.
- Create Monthly, Quarterly, and Semi-annual statistical reports and presentations to highlight the Business Analysis team's achievements, track the status of each project, and provide insights into key performance metrics. Presented these reports to senior leadership

07/2023 – 05/2024  
Dubai,  
United Arab Emirates

**Business Operations Specialist (Part Time),**

*Floradecora Landscape & Gardening Works*

- Developed various financial documents, including feasibility studies, cost-benefit analyses, income statements, and payroll documents.
- Drafted and reviewed MOUs, partnership agreements, and other contractual documents
- Prepared detailed business proposals and project plans
- Provided data-driven insights to support decision-making and operational improvements
- Designed professional presentations and company profile to attract new clients

06/2020 – 06/2023  
Dubai,  
United Arab Emirates

**Business Analyst, Dubai Miracle Garden**

- Collaborated with various departments within the company, including operations, marketing, finance, and guest services, to gather and document business requirements for projects and initiatives.
- Conducted data analysis on Miracle garden's attendance, revenue, and customer feedback to identify trends and areas for improvement.
- Worked closely with the marketing team to develop customer segmentation models and conduct market research for targeted marketing campaigns.
- Developed financial documents, including feasibility studies and cost-benefit analyses, to assess ROI for new attractions and garden expansion.
- Supported the development of pricing strategies and promotions to maximize revenue while maintaining competitive pricing.
- Assisted in the development of comprehensive guest satisfaction surveys and analyzed the results to drive continuous improvement efforts.

02/2018 – 06/2020  
Dubai,  
United Arab Emirates

**Information Technology Coordinator, Cityland Group**

- Installation, configuration, and maintenance of hardware, software, and network systems.
- Assisted in IT budgeting and procurement of hardware and software resources.

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## Technical Skills

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Gap Analysis • Key Performance Indicators (KPI) • Power BI • SQL • Tableau •  
Data Analysis and Reporting • Requirement Analysis • Extract, transform, and load (ETL) •  
Flow Charts • Power Point • Requirements Gathering • Dashboard Design and Development

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## Certificates

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**Professional in Business Analysis (PMI-PBA)** — Project Management Institute

**Data Analysis and Visualization -- Power BI**  — Udacity Nanodegree

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## Education

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09/2022 – 12/2023  
Dubai,  
United Arab Emirates

**Masters in Data Science, Heriot-Watt University**

09/2013 – 12/2017  
Sharjah,  
United Arab Emirates

**Bachelor of Computer Engineering, American University of Sharjah**