

# Samar Moussa MSc, BEng

Data & Business Intelligence Analytics | Project Management

Barcelona, Spain | +(34) 691-794-014 | [samarmyoussa@gmail.com](mailto:samarmyoussa@gmail.com) | [LinkedIn](#) | [Profile](#) | [Github](#)

## PROFILE

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Dynamic and results-driven Insights Analyst with a robust background in data science, analytics, and project management. Adept at bridging the gap between developers and stakeholders to drive success in technical projects. Passionate about transforming data into actionable insights to support product, customer success, and marketing teams. Committed to continuous learning and mentoring, with a keen interest in the latest trends in the European market. My values include trust, accountability, a sense of ownership, curiosity, consistency, and adaptability to changes.

## EXPERIENCE

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Confidential, Chicago, USA

January 2024 - Present

### Business Intelligence and Operations Analyst (remote position)

- Data Collection, Research, and Analysis: Successfully managing to research, extract, clean, and analyze data related to market trends, competitors, industry benchmarks, and organizational performance in Strategic housing, Multifamily, and real estate market trends, and summarizing findings for executive decision-making.
- Market Research: Tracking and analyzing market dynamics, competitor activities, and customer preferences in Strategic housing along with Providing actionable insights to support product development and business strategies.
- Report Preparation: Drafting research reports, presentations, and publications for the latest trends in Strategic Housing, Data centers, and other areas of focus in the market. In addition, Preparing and maintaining documents, reports, presentations, and records on the Airtable platform.also, organizing and filing important records and communicating outcomes using visualization tools such as Power BI and PowerPoint.
- Collaboration: Working closely with research coordinators, executive directors, and other professionals and acting as a liaison between executives, team members, and external stakeholders.In addition to drafting and proofreading communications
- Project Coordination: Assisting in project planning, execution, following up, and coordinating tasks across different teams.
- Predictive Analytics: Providing actionable insights to support product development and business strategies.
- Training and documentation: Drafting process flows, meetings recaps, policies and handbooks to train new joiners for Operational support.
- **Skills: Customer Insight · Business Insights · Airtable · Microsoft Excel. Research. Data Analysis. Data Integration**

[CybeleNY](#), NewYork, USA

August 2023 - November 2023

### Social Media Data Analyst Intern (remote position)

- Data Extraction and Cleaning: Successfully extracted and cleaned social media data from platforms like LinkedIn and Instagram and ensured data quality and accuracy.
- Performance Analysis: Analyzed performance metrics, including visitors and followers, for Cybele's product "The Goddess." And identified trends and patterns in user engagement.
- Dashboard Creation: Created dashboards using Power BI to visualize analytics results and improved social media strategies through data visualization techniques.
- Insights Communication: Proactively explained insights to the communications manager and collaborated on posting strategies, timing, and engagement enhancement.
- **Skills: Customer Insight · Business Insights · Microsoft Power BI · Microsoft Excel. Data Integration**

[Accenture España](#), San Gervasi, Barcelona

February 2023 - May 2023

### Data Science Intern

- Cutting-Edge Project Execution: Successfully executed a data science project focusing on 2023 health and medical data trends.
- Data Curation and Analysis: Meticulously curated and analyzed datasets and ensured data precision and integrity.
- Data Visualization: Leveraged Power BI for data visualization and generated valuable insights for patient care.

- **Collaboration and Ideation:** Engaged with fellow data scientists and data engineers and participated in strategic discussions and ideation for health data science projects.

[Maids. Cc](#) | Dubai, UAE

September 2019- September 2022

### IT Helpdesk Support Engineer

- **Technical Support:** Delivered exceptional technical support to employees, managed tickets, and resolved IT issues promptly.
- **Hardware Maintenance:** Ensured proper functioning of computer hardware and prevented breakdowns through regular maintenance through online assistance for remote employees.
- **Software Assistance:** Provided guidance for remote employees on software applications and assist with installations, updates, and patches.
- **Network Management:** Monitored network configurations and supervised troubleshooting for connectivity issues.
- **User Training:** Guided users on best practices and cybersecurity measures and maintained a track record of most occurring tickets to maintain the safety and security of employees' connections.

### EDUCATION

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[Universitat Autònoma De Barcelona](#), Barcelona, Spain

September 2022- September 2023

Master of Science/ Data Science

Relevant Coursework: Mathematics and big data, Research and innovation, Data visualization and modeling

Thesis topic: Mathematical techniques in visualizing medical data.

[Tishreen University](#), Latakia, Syria

September 2013 - May 2019

Bachelor of Science/Computer Engineering in (Software Engineering and Information Systems)

Relevant Coursework: Databases, Software Engineering, Software Testing

### PROJECTS

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- [Interactive Dashboard Store sales report using Excel Data analytics and processing \(February 2024\)](#)
- [Covid-19 deaths data exploration using SQL server \(January 2024\)](#)
- [Reconstructing medical images using the radon transformation \(September 2023\)](#)
- [Performed study on music and mental health effectiveness in different age categories. \(September 2022\)](#)
- [Analyzing the effect of COVID-19 vaccination on Populations from different countries \(January 2022\)](#)

### SKILLS

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**Technical Skills:** Python, SQL, Power BI, Tableau, Data Studio, Jira Service Desk, UML, Data Modeling, Google Workspace, Microsoft Office Suite, Airtable.

**Languages:** English (Fluent), Spanish (Intermediate), Arabic (Native)

### HONORS AND AWARDS

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- Jusoor-UAB scholarship for postgraduate degree studies (September 2022 - September 2023)