N. M.

Senior Business Intelligence
Langley, BC (Open to relocate)
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Profile

Senior Business Intelligence with over 8 years of hands-on experience in designing data solutions using the Microsoft BI stack (SSIS, SSAS, SSRS) and Power BI. Proven ability to build scalable data models, automate ETL pipelines, and deliver actionable insights through interactive dashboards. Highly skilled in SQL, DAX, Power Query, and data warehousing. Strong background in translating business needs into technical solutions that drive data-informed decision-making. Collaborative, analytical, and committed to continuous improvement. Currently working as part-time with DAL Group as Senior BI.

Highlights of Qualifications

- 8 years of hands-on experience with SQL Server including SSIS, SSRS, SSAS.
- 7 years of experience in report creation using Excel, Power BI,
- Data Analysis Expressions (DAX) and Power Query.
- 5 years of practical experience in the developing and maintaining data-driven solutions, Including data modelling, database design, and ETL processes.
- 8 years of experience in data warehouse and data modeling and Cubes/Tabular design
- 2 years of experience in data mining.
- 1 year of experience in Python.
- 2 years of experience working with agile methodologies and Git Version control.
- 8 years of experience in supporting & troubleshoot BI modelling issues and implementing Effective solutions.

Work Experience

Dal Group **2014 – Present**

Dal Group is a large private company and diverse conglomerate operating in multiple sectors, including Food & Beverages, Agriculture, Real Estate, Energy, Mining, Automotive, Healthcare, dalgroup.com

Senior Business Intelligence **Mar 2022 – Present**

Key projects:

- **Dal Food supply chain dashboard project:** Designed and developed a Power BI dashboard consolidating supply chain KPIs, enabling stakeholders to identify bottlenecks, optimize procurement, and improve on-time delivery rates.
- **HQ Finance expenses model project:** Built a Power Pivot model integrating monthly expenses from multiple sources, providing dynamic insights that improved budgeting accuracy and enhanced cost control.
- **Data archive project:** Led archival of historical data from Sage to a secure server, reducing database size by 60%, improving query performance, and ensuring compliance with data retention policies.

Business Intelligence Specialist **Aug 2017 – Feb 2022**

Key projects:

- **Sugar & Milk Packaging/Raw Material Stock Project:** Designed a stock monitoring report comparing actual inventory levels against policy thresholds, enabling procurement teams to maintain optimal stock levels and prevent shortages.
- **B2B & B2C Dashboard:** Built a performance dashboard to track sales KPIs across B2B and B2C channels, helping sales teams identify growth opportunities and improve customer targeting.
- **NPD Tracking Dashboard:** Created a dashboard to monitor new product sales and production metrics, providing actionable insights that supported product launch decisions and early-stage market evaluation.
- **Migration Project:** Migrated ETL processes from SQL Server 2008 to 2017, ensuring compatibility, increasing processing speed by 55%, and minimizing downtime during the transition.

Maintenance planning officer **Jun 2014 – Jul 2017**

- Administered and maintained maintenance planning systems, ensuring data accuracy, reliability, and seamless operational workflows; delivered application training to end-users, driving higher adoption and effective system utilization across teams.
- Conducted reporting and analysis of maintenance activities, providing actionable insights that supported planning, improved cost control, and enhanced overall operational efficiency.

Education

MSc| Business intelligence, Faculty of Mathematical Sciences, University of Khartoum 2016
BSc | (HONOR) in information technology, second class division one, Faculty of Mathematical Sciences, University of Khartoum Sudan. 2013
Certificates | MCSA (SQL Server 2014) 2022
Certificates | ITIL Foundation 2018

Training & Courses

- Machine learning with Python, New Horizon Dubai 2022
- Prince2, Dal Group L&D Khartoum 2017
- Administering Microsoft SQL Server Databases (20462), New Horizon Dubai 2021
- Implementing a Data Warehouse with Microsoft SQL Server (20463), New Horizon Dubai 2021
- Business Analysis CBAP, Dal Group L&D Khartoum 2021
- Food Skills BC for Newcomers Program (FSBCN), Langley, BC 2025

Publication at IEEE (ICCEEE 2013) conference

- Paper title: Credit scoring model using data mining techniques with particular reference to Sudanese banks.

Language

- English (Fluent)
- Arabic (Native)