

SAMAH BALKHAIR

MSC | CS | PMP | PSM | Digital Transformation
Data Analyst | Business Analyst

- Saudi Nationality
- Jeddah, Saudi Arabia
- M: +966 503627693
- Email: Samah.Balkhair@live.com



MISSION & OBJECTIVE

To leverage data analytics and business intelligence to transform raw data into actionable insights. My goal is to drive strategic decision-making, enhance operational efficiency, and uncover opportunities for growth by revealing the stories hidden within the data.

INDUSTRY EXPERIENCE



Freelancer
2024-Present



BAT
2022-2024



ARWEQAH
2021



IMC
2017-2021



QTC
2016-2017



MOE
2008-2009



MASA
2004-2006

SUMMARY

A highly motivated and results-oriented Data Analyst and Digital Transformation Manager with over eight years of experience in the IT field. Holds a master's in computer science, PMP, and PSM I certifications. Proven ability to leverage data analysis, business process modeling, and project management skills to streamline operations, enhance productivity, and drive data-informed decision-making. Seeking to apply expertise in Power BI, SQL, and business analysis to deliver actionable insights in a challenging Data Analyst role.

SKILLS

INTERPERSONAL

- Problem solving
- Communication
- Public speaking
- Presentation
- Training
- BPNM

TECHNICAL

- Data Science
- Advanced Excel
- Power BI
- Programming
- HTML
- SQL Query

DESIGN

- Photoshop
- Illustrator
- Premiere
- Logo Design
- After Affect

PROFESSIONAL CERTIFICATES



Individual Coach Somatic Thinking
KUN Coach
NOV 2023



Digital Transformation Practitioner
CXO TRANSFORM
MAY 2023



Project Management Professional
Project Management Institute
DEC 2021



Professional Scrum Master I
SCRUM.Org
MAY 2021

EDUCATION

Data Science Immersive Program, 2022

Misk Skills
Online

Ms. Computer Science, 2012/2015

Rochester Institute of Technology
NY, USA

BSc. Statistics/Computer Science, 2000/2004

King Abdulaziz University
JED, KSA

FIELD OF EXPERTISE

❖ BUSINESS ANALYSIS

As an IT Business Analyst specializing in software projects, I deliver tailored consulting services that address the unique needs of clients. My expertise spans the entire software development lifecycle, where I provide valuable insights and guidance to enhance project outcomes.

- HIS - Hospital Information System
- BPMN - Business Process Model & Notation
- Microsoft Dynamic 365
- SAP
- Notion

❖ DATA ANALYSIS

I specialize as a Data Analyst, leveraging tools like Power BI to transform data into actionable insights. I focus on driving data-informed decision-making in software projects by connecting with diverse data sources.

- Advanced Excel
- Power BI
- Python

EDUCATION

INTERNATIONAL EXPERIENCE

LANGUAGES



- Arabic – Native
- English – Excellent



<https://linktr.ee/samahbalkhair>

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FREELANCER

Project Manager | Data Analyst | Business Analyst
MAY 2024 – Present

RESPONSIBILITIES:

As an IT business analyst specializing in software projects, I offer a comprehensive service tailored to meet the unique needs of the clients. Through my expertise, I provide valuable insights and guidance throughout the software development lifecycle. The following are some of the key services I provide:

- **Business Requirement Document (BRD):** conduct a thorough analysis of business requirements, user stories, and functional specifications to understand the project objectives and define the scope of the software solution.
- **Stakeholder Interviews and Workshops:** facilitate interviews and workshops with stakeholders to gather their input, identify their needs, and ensure their requirements are accurately captured. - User Stories: stated ideas of requirements that express what users need in a brief and capturing the "who", "what" and "why" of a product requirement.
- **Use Case Development:** create detailed use cases that outline the interactions between different system components, enabling a clear understanding of how the software should function.
- **Business Process Modeling & Notion (BPMN):** Improve efficiency using flow chart method that models the steps of a planned business process from end to end.
- **Data Analysis and Data Modeling:** analyze data requirements, design data models, and define data integration strategies to ensure the software effectively manages and utilizes data.
- **Test Plan and Test Cases:** I create comprehensive test plans and test cases based on the requirements, ensuring proper validation and verification of the software solution.
- **User Acceptance Testing (UAT) Support:** I assist in planning and executing UAT, collaborating with end-users to validate the software solution against their needs and expectations.
- **Change Management and Training Materials:** I develop change management strategies and training materials to facilitate a smooth transition to the new software system, ensuring user adoption and success

As a data analyst specializing, I offer a range of services aimed at leveraging data to drive insights and support decision-making in software projects using Power BI:

- **Data Gathering and Exploration:** collecting and exploring relevant data sources, including databases, APIs, and files, to understand the available data and its quality.
- **Data Cleaning and Preprocessing:** cleaning and preprocessing the data to ensure its accuracy, consistency, and compatibility with the software project. This may involve activities such as handling missing values, removing duplicates, and transforming data formats.
- **Data Analysis and Visualization:** performing in-depth data analysis using statistical techniques, data mining, and machine learning algorithms to uncover patterns, trends, and insights. Presenting these findings through visualizations, such as charts and graphs, to facilitate understanding and decision-making.
- **Data Modeling and Design:** developing data models that define the structure, relationships, and constraints of the data to be captured and stored within the software system. This includes Entity-Relationship Diagrams (ERDs) and database schema designs.
- **Data Documentation:** creating documentation that describes the data sources, data dictionaries, and data transformation processes. This documentation ensures clarity and promotes consistency in data usage.
- **Reporting and Dashboards:** creating reports and interactive dashboards that provide stakeholders with real-time insights into key performance indicators (KPIs) and metrics relevant to the software project. These reports and dashboards aid in monitoring progress and making data-driven decisions.

ACHIEVEMENTS:

- **Pure Digital: April – May 2025**
Collaborated with third-party developers to redesign a Power BI dashboard for enhanced visualization of KPI data entered through a Power Apps form and stored in SharePoint. The redesigned dashboard presents key performance indicators with improved clarity and usability. It calculates and displays the average achievement for each KPI, along with trend analysis over a defined time period. Users can interactively drill through the dashboard to access detailed insights for individual KPIs. To ensure data security and relevance, the dashboard implements Row-Level Security (RLS), limiting visibility to KPIs that are associated with the user's assigned department. This project significantly improved decision-making efficiency by offering dynamic, role-specific insights and a streamlined user experience.
- **MASHARIQ AI-MASIAH: MAY – July 2024**
During the Hajj season of 1445 H, I began my role as an administrative assistant in the manpower sector and was later promoted to executive assistant in quality assurance management. I developed an automated process to receive manpower requests from various centers, which I visualized in a Power BI dashboard. In the quality assurance sector, I designed a comprehensive survey to gather feedback from centers regarding the workflow processes. Additionally, I facilitated the end-of-season workshop led by the CEO.



BRITISH AMERICAN TOBACCO

Digital Transformation Manager
APR 2022 – APR 2024

RESPONSIBILITIES:

- Develop and drive the company's overall digital transformation strategy and roadmap.
- Review existing internal business processes and identify areas of improvement.
- Identifying opportunities to improve operations through technological advancements and recommending solutions to management

- Working with business leaders to identify opportunities for technology implementation in their departments.
- Identifying potential issues that may arise during the implementation process and developing contingency plans to address issues before they become problems.



ARWEQAH

Training & Orientation Supervisor (Collaboration Job)
SEP-OCT 2021

RESPONSIBILITIES:

- Managing the Training and Orientation Unit with all its responsibilities.
- Supervise the training for productive families.

ACHIEVEMENTS:

- Cooperated to work on a shared Excel sheet that contains data on 1000+ productive families.
- created a dynamic dashboard in Excel to monitor the progress of my team's work.
- Designed the template for the training slides and notes.



INTERNATIONAL MEDICAL CENTER (IMC)

System Analyst
MAR 2017 – FEB 2021

RESPONSIBILITIES:

- Gathering requirements from stakeholders for any new feature in HIS.
- Analyzing and identifying the process flow of the business process and representing it in a suitable chart
- Preparing user and developer documentation for each enhancement for HIS.
- Testing the new enhancement to make sure it conforms to the user requirements.
Supporting the end user for HIS.

ACHIEVEMENTS:

- Participated in India trip for a knowledge transfer project with Arkin Software Company in Hyderabad in October & November 2018.
- Led the telemedicine project during the COVID-19 pandemic.
- Led the automation project of the OR (Operation Room) process and trained the respective users.
Led the automation project of the dietary process and trained the respective users.
- Implemented different enhancements on different modules: blood bank, outpatient, and emergency.



QUALITY TRADING COMPANY

IT Supervisor & Assistance of Purchase Manager
FEB 2016 - JAN 2017

RESPONSIBILITIES:

- Dealing with international suppliers for purchasing products and developing demand forecasts as an assistant to the purchase manager.
- Supervising the company's server and its network which connecting seven branches all over the kingdom as an IT supervisor.

ACHIEVEMENTS:

- Improved the archive system by using Microsoft Excel to make all data accessible as soon as it's needed.
- Developed a dynamic form using Microsoft Excel for purchase's forms to avoid any accidental mistake in companies' information.
- Collaborated with the IT manager to restructure the company network and draw the diagram of the network scheme.