

# Amgad Yassin

Oakville, ON | (437) 955-5599 | [amgad.m.yassin@gmail.com](mailto:amgad.m.yassin@gmail.com) | [LinkedIn](#)

## PROFESSIONAL SUMMARY

- Business Data Analyst with 5+ years of hands-on experience in customer analytics, advanced data modeling, and enterprise BI solutions across the Retail and Pharma industries.
- Led enterprise data modernization by migrating millions of Oracle records to Microsoft Fabric and delivering Power BI pipelines adopted by 3,000+ users.
- Translated complex loyalty and omnichannel data into executive dashboards and insights for senior leadership and category managers across 5 business units.
- Optimized omnichannel analytics by building RFM clustering and persona models on a 7.8M-customer base and deploying Test/Control frameworks across Email, Push, SMS, and WhatsApp to measure incremental revenue.
- Designed and deployed 32 customer journeys based on behavioral micro-segmentation, generating over \$116M in revenue.
- Engineered secure outbound data pipelines via REST APIs and SFTP/MFT using Python, automating the daily delivery of 15+ enterprise CSV feeds through Automagic.

## PROFESSIONAL EXPERIENCE

### Nahdi Medical Co. | Jeddah, Saudi Arabia

#### Senior Business Data Analyst

October 2024 - September 2025

- Migrated millions of rows from Oracle to Microsoft Fabric using Dataflows and Notebooks, streamlining the reporting process for over 3,000 users.
- Enhanced the loyalty program by creating RFM clustering and persona models in Python and SQL, driving better look-alike targeting and deeper customer insights across a 7.8M base.
- Designed and deployed 32 customer journeys alongside marketing and commercial teams, delivering 55.5M targeted communications that generated over \$116M in revenue.
- Supported commercial category managers across 5 business units by delivering regular monthly reports, custom dashboards, ad hoc analysis, and targeted audience segments to uncover customer behavior insights.
- Measured true campaign ROI across 4 channels (Email, Push, SMS, WhatsApp) by creating a Test/Control framework that isolated incremental revenue from total sales.
- Developed an end-to-end ITSM dashboard in Power BI, utilizing advanced DAX measures and an ETL pipeline from Oracle RightNow, applying AI/NLP sentiment analysis to optimize SLA performance.

#### Business Data Analyst

March 2022 – September 2024

- Organized an opportunities bank of 1,500+ behavioral segments, activating 110 of them with tailored offers and communications to drive \$150M in revenue.
- Automated a Market Intelligence ecosystem integrating Nielsen data into Oracle database, by a 5,000+ line SQL model that reduced ETL processing time by 80%.
- Onboarded nearly 30 new commercial and marketing hires in data analysis basics and tools, facilitating technical adoption across the organization.
- Engineered the database for a Medication Adherence Program utilizing Oracle Database and Python, calculating next purchase dates to trigger targeted refill reminders.
- Personalized the in-store checkout experience by writing a SQL recommendation engine that uses historical purchase data to display relevant cross-selling offers on sales screens.

- Mentored 5 colleagues in SQL and MicroStrategy, establishing them as departmental analytics leads for a new Citizen Data Analysts initiative.

### Executive Pharmacist

May 2015 – February 2022

- Assisted the district supervisor by preparing daily performance reports, tracking key metrics like revenue, basket size, and attendance for a group of 20 pharmacies.
- Prepared daily Excel reports to track store targets of 500K per month, giving the team clear and immediate updates on their performance.
- Resolved inventory gaps and medication dispensing issues by analyzing patient records, directly improving customer satisfaction and retention.
- Mined and cleaned large-scale website search data for the 'Voice of Guest' initiative, identifying 1,000+ high-demand product gaps to guide future sourcing.

## PROJECTS

### Oracle Digital Experience Platform Implementation

June 2023 – May 2024

- Integrated Oracle Unity CDP, Responsys, and Infinity alongside cross-functional teams to build a single 360-degree customer profile.
- Orchestrated the daily generation and automated delivery of 15+ complex CSV feeds (profile extensions, targeted segments) into Responsys via secure file transfers.
- Automated marketing data collection from Responsys into the database for Power BI using Python REST APIs, and built real-time triggers to send medication dosage reminders.
- Deployed automated customer journeys and real-time triggers, directly boosting conversion rates and overall marketing ROI.

## TECHNICAL SKILLS

<b>Programming Languages:</b>	SQL, Python (Pandas, Numpy, PySpark, Matplotlib, Plotly, Dash, Scikit)
<b>Software, Applications, Tools:</b>	IBM Watson Studio, Jupyter Notebook, Microsoft Office, Trello, Jira, Azure DevOps, REST APIs, ETL/ELT, Git
<b>Orchestration &amp; Automation:</b>	Power Automate, Zapier, Automic
<b>Databases:</b>	MySQL, SQLite, Oracle Database, Microsoft SQL Server
<b>Visualization, Cloud and AI:</b>	IBM Cognos Analytics, IBM Cloud, Azure AI Foundry, Microsoft Fabric, MicroStrategy, Power BI (DAX)
<b>Project Management:</b>	Agile, Scrum, Kanban

## EDUCATION & CERTIFICATIONS

**Junior Data Analyst Program**  
NPower Canada | Toronto, ON

February 2026 - Expected May 2026

- IBM Data Analyst Professional Certificate
- Microsoft Azure AI900 Professional Certificate

**Certification in Business Data Analytics CBDA**  
IIBA

February 2026

**Fabric Data Engineer Associate DP700**  
Microsoft

December 2025

**Fabric Analytics Engineer Associate DP600**  
Microsoft

June 2025

**Bachelor of Pharmaceutical Science**  
Mansoura University | Egypt

July 2013