

ASHWAG ABDULLAH ALHEJAILI

Junior Data Analyst | Power BI | SQL | Business Intelligence

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PROFESSIONAL SUMMARY

Data Analyst with an academic background in Information Systems and Computer Programming, possessing strong knowledge in Power BI, SQL, Excel, and data visualization. Certified Microsoft Power BI Data Analyst Associate (PL-300), skilled in building interactive dashboards, preparing reports, and analyzing business data to support strategic decision-making. Passionate about continuously upgrading technical skills through practical, large-scale data projects.

TECHNICAL TOOLS & TECHNOLOGIES

- **Data Visualization & BI:** Microsoft Power BI , DAX, Power Query
- **Databases & Querying:** SQL
- **Spreadsheet Analysis:** Microsoft Excel

CORE SKILLS

- Data Analysis & Insight Extraction (Power BI PL-300)
- Database Querying & Management (SQL / PostgreSQL)
- Spreadsheet Analysis & Reporting (Microsoft Excel)
- Data Transformation & ETL Processes (Power Query)
- Data Modeling & Relational Architecture (Star Schema)
- DAX Formulas & Time-Intelligence Metrics
- Interactive Executive Dashboard Design
- Key Performance Indicator (KPI) Reporting
- Data Visualization & Storytelling
- Business Intelligence (BI) Fundamentals

PROFESSIONAL EXPERIENCE

Founder & Enterprise Manager | [4elegant Design](#) for E-Marketing (Instagram Business)

Medina, Saudi Arabia (2014 – September 2022)

- **Enterprise Founding & Operations:** Established and managed a formally registered business entity under Commercial Registration (CR No: 7016318516), specializing in custom digital design, 3D printing, and manufacturing of food-safe silicone molds.
- **Logistics & Shipping Management:** Managed end-to-end order fulfillment cycles, translating digital 3D models into physically distributed products with local and cross-border shipping across GCC countries.
- **Corporate Financial Analytics:** Administered all business banking operations via Al Rajhi Corporate Platform, handling corporate budgeting, forecasting, and tracking profitability margins against operational costs.
- **Sales Data Tracking:** Monitored Instagram storefront metrics, analyzed geographical distribution patterns of GCC consumers, and optimized manufacturing output parameters to minimize raw material waste and shorten delivery cycles.

DATA ANALYSIS PROJECTS & INTENSIVE TRAINING

Data Analysis & Business Intelligence Bootcamp | [Tharaa Training Institute](#)

Data Analyst Trainee (December 2025 – January 2026)

- Successfully completed 60 intensive training hours focused on end-to-end data analytics lifecycles, developing 8 core projects using Power BI, SQL, and Advanced Excel.
- Built executive interactive dashboards and structural KPI models to optimize organizational workflows and highlight revenue and operational vectors.
- Executed data cleaning, structural transformations, and advanced relational dimensional modeling (Star Schema) across multi-million record datasets.

1. US Flights Data Analysis Project (Memory Optimization & DAX Calculations)

- Objective: Analyzed a massive, large-scale dataset containing over 30 million US flight records to extract business insights regarding carrier delays and performance efficiency.
- Solution: Developed a comprehensive end-to-end Power BI architecture, applying aggressive memory optimization and column-compression techniques to handle data volume with low-latency queries.
- Results: Authored complex DAX calculations for advanced time-intelligence metrics, providing deep analytical insights into airline operational patterns.

2. IBM HR Analytics & Attrition Dashboard

- Objective: Investigated employee attrition parameters and performance trends using the IBM HR dataset to help human resources management isolate and mitigate turnover drivers.
- Solution: Executed full data scrubbing, formatting, and relational data modeling (Star Schema) to establish reliable performance matrices.
- Results: Constructed an interactive dashboard isolating core operational variables and attrition clusters, empowering stakeholders with factual, data-driven workforce planning strategies.

EDUCATION

Bachelor's Degree in Information Systems

Taibah University, Faculty of Computer Science & Engineering (Graduation Year: 2013) • GPA: 4.23 / 5 (Very Good)

Associate Degree in Computer Programming and Information

Taibah University, Community College (Graduation Year: 2009) • GPA: 4.68 / 5 (Excellent with Second-Class Honors)

CERTIFICATIONS & CREDENTIALS

- Microsoft Certified: Power BI Data Analyst Associate (PL-300)
- Official Corporate Commercial Registration (CR No: 7016318516) — Ministry of Commerce.
- Certified Trainer (TOT) — Vision Realization Training Center (38 Professional Hours)
- SQL Fundamentals Skill Track - DataCamp | 26 Hours | Completed Aug 2026
- Artificial Intelligence Training Certificate — Ministry of Communications (12 Hours, October 2022)
- Cognitive Ability Test (Qiyas) — Score: 90/100

LANGUAGES

Arabic: Native (Excellent) | English: Intermediate