MOHAMED OMAR ABD-EL-HAMID

Transforming Data into Strategy — Microsoft Fabric, Power BI, and Data Governance

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PROFESSIONAL EXPERIENCE

BI Expert (Freelance)
🔵 **BMW AG**
📅 Nov 2025 – Dec 2025   📍 München, BY

- Responsibility for operations and scaling of central enterprise-level sales dashboards with AWS Quicksight.
- Proactive identification of optimization potential within the existing BI architecture and implementation of technical upgrades.
- Stakeholder management and requirements engineering to translate functional sales goals into high performance technical solutions.

Full Stack Data Professional (Freelance)
Alpha Calcit GmbH
📅 Dec 2024 – Present   📍 Köln, NRW

- Unified Data from **3** companies into a Microsoft Fabric semantic models for finance and production analytics.
- Enabled self-service reporting for **30 users** via a standardized, governed Power BI workspace.
- Automated ETL pipelines, achieving **85% time savings** and reducing manual reporting by **5 FTE**.
- Implemented RLS and access governance to ensure data security and management transparency.

Senior Data Analyst
Trei GmbH
📅 Aug 2023 – Dec 2025   📍 Düsseldorf, NRW

- Built a governed Microsoft Fabric BI platform with **11 certified semantic models** across portfolio, finance, tax, operational, and ESG domains.
- Mentored and coordinated a team of 2 BI analysts, fostering shared standards for data modeling, DAX logic, and quality control.
- Empowered **150 users** with unified Power BI dashboards leveraging DAX, RLS, and incremental refresh.
- Dev/Test/Prod environments with Git-based CI/CD, reducing release cycles by **75%** saving **12 FTE**.
- Automated CSRD/ESRS-aligned ESG data collection using Fabric dataflows and validated data contracts.
- Standardized KPI definitions and lineage tracking to ensure cross-country consistency and auditability.

Power BI Expert (Freelance)
Smart Management Solutions
📅 Dec 2022 – Jul 2024   📍 Bochum, NRW

- Designed and delivered a Power BI financial performance dashboard integrating multiple accounting systems.
- Built scalable data models with dynamic measures and time-intelligence logic for CFO reporting.
- Streamlined ETL processes in Power Query and SQL, improving data refresh performance by **60%**.

Senior Business Analyst
🔴 **Vodafone GmbH**
📅 Mar 2022 – Aug 2023   📍 Düsseldorf, NRW

- Consolidated diverse data sources across sales channels into a unified Tableau reporting layer.
- Delivered actionable insights on churn, ARPU, and campaign performance, driving measurable revenue uplift.
- Automated recurring analytical workflows, reducing manual data preparation by **70%**.
- Collaborated with IT and finance to define KPIs and metadata standards for enterprise-wide BI governance.

Data / Business Analyst
Rydoo
📅 Oct 2018 – Feb 2022   📍 Mechelen, Belgium

- Co-developed and productized the Marketable **"Insights" analytics module**, integrating Power BI directly into the Rydoo SaaS platform as a premium client feature.
- Delivered ad-hoc and recurring analyses in Power BI, T-SQL, Python, and R to support product and finance teams.
- Partnered with engineering to optimize data pipelines and reduce query latency by **40%**.
- Conducted requirements engineering for KPIs and dashboards serving **international enterprise clients**.

Profile

Senior BI professional turning data into decisions. Microsoft Fabric & Power BI specialist combining technical engineering with business understanding across SaaS, finance, portfolio and Sales reporting.

Core Skills

Dashboarding · Data Engineering · Data Modeling · Data Governance · ETL Pipelines · KPI Definition · Business Requirements · Stakeholder Communication · Project Delivery · Agile / Scrum · Self-Service BI Enablement · Data Contracts · Data Quality & Validation

Data Engineering

Microsoft Fabric · Power BI · DAX · Power Query · SQL (T-SQL) · AWS Quicksight · Python · Git & CI/CD · Dev/Test/Prod · Synapse · Azure Data Lake · Incremental Refresh · RLS & Governance

Analytics & Domains

Financial Reporting · Sales Reporting · Portfolio Analytics · ESG / CSRD · Real Estate · Telecommunications · SaaS · Retail & FMCG · Operations Analytics · Forecasting · Time Intelligence

Certifications

✱ **DP-600**
Fabric Analytics Engineer

✱ **PL-300**
Power BI Data Analyst

Languages

German — ●●●●●
English — ●●●●○
Arabic — ●●●○○

Education

B.Sc. Economics
Univ. of Cologne
📅 2012 – 2016   📍 Cologne

- Energy & Managerial Economics
- Focus on Game Theory
- Thesis: Minimax strategies in professional sports

Website

moomah.de