Abdulrahman Alaklabi

Business Analyst

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PROFESSIONAL SUMMARY

Business Analyst with 2+ years of experience analyzing commercial performance across e-commerce, digital marketing, and operations. Uses Power BI and Excel to consolidate data, build KPI dashboards, and develop forecasts that support pricing and commercial planning. Analyzes customer journeys and order fulfillment to identify where processes can improve.

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist at Berain Water **Jun 2025 - Nov 2025**

- Contributed to a 17% increase in online order volume by analyzing performance across web, app, marketplace, and Home Delivery channels and identifying growth opportunities.
- Built Power BI dashboards to monitor revenue, campaign performance, customer behavior, and marketing ROI.
- Analyzed conversion funnels and customer journeys to identify drop-off points and prioritize performance improvements.
- Evaluated digital marketing channel performance and budget allocation to improve efficiency and support commercial decisions.
- Managed and monitored the Home Delivery channel, tracking commercial performance and identifying opportunities to improve orders and customer experience.

Commercial Growth & Operations Performance Specialist at Jahez Group **Feb 2023 - Jun 2025**

- Contributed to 300% GMV growth and helped reach 50% of the FY2025 annual revenue target in Q1.
- Automated reporting, cutting delivery time from 1.5 hours to 10 minutes.
- Built forecasting dashboards using Power BI & Excel to support data-driven decision-making.
- Developed pricing tools and quotation flows, improving sales targeting and SKU profitability.
- Led a team of analysts to align metrics with business goals.
- Improved operational standards by training teams, reducing errors by 20% and improving reporting compliance.
- Managed fulfillment operations across kitchens and warehouses, optimizing workflows and accuracy.
- Handled last-mile logistics with 3PL partners, integrating systems to improve visibility and proactive issue resolution.
- Acted as a key liaison between field teams and management to ensure aligned execution.

PROJECTS

Personal Portfolio **Jun 2026 - Present**

- Built a website to showcase my work and publish practical guides on Power BI, Excel, and SQL. aalaklabi.com

Commercial Department Development at Jahez Group **May 2024 - Jun 2025**

- Led a company-wide shift from manual to data-driven operations using Power BI & Excel.
- Built pricing and conversion tools, and formed specialized teams (Data, Sales, Ops) to scale execution.

FIFA Club World Cup 2023 at Jahez Group **Nov 2023- Dec 2023**

- Oversaw booth operations across several locations in Jeddah, including Historic Jeddah.
- Managed sales, staffing, and inventory across the booths during the event.

SKILLS

Business Intelligence

- Data Analysis
- Dashboard & Report Development
- Power BI & Excel (Advanced)
- KPI Monitoring

Business & Commercial Skills

- Strategic Decision-Making
- Business Process Improvement
- Revenue & GMV Growth Strategy
- Demand Forecasting

Soft & Leadership Skills

- Team Management
- Problem Solving
- Stakeholder Collaboration
- Critical Thinking

Education & Training

Diploma in Cybersecurity | King Saud University **Aug 2024 - Jun 2026**

Co-op: Cybersecurity Specialist at Technical Package Group **Jan 2026 - May 2026**

CERTIFICATIONS

- **Google Data Analytics Certificate | Jan 2025**
- **Data Analysis with Power BI | Dec 2024**
- **Advanced Excel Certificate | Dec 2024**

LANGUAGES

Arabic — Native

English — Professional Working Proficiency