GHADA RAHALL

Senior Business Intelligence Analyst | Data Analytics Lead
Former Full-Stack Software Engineer

CONTACT

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PROFILE

Senior Business Intelligence Analyst with **9+ years** delivering BI and data platform outcomes across Abu Dhabi government and investment entities. Strong at turning **manual, Excel-heavy reporting** into **governed, automated BI**; standardized KPIs, reliable data capture, and executive dashboards that teams actually use.

- Replaced fragmented reporting with Microsoft 365 automation (SharePoint / MS Lists / MS Forms + Power Automate) to improve data consistency and speed up recurring reporting cycles.
- Delivered Power BI dashboards for executives and operational teams, covering data modeling, DAX, and publishing via Power BI Service for scalable self-service insights.
- Led multi-stakeholder analytics initiatives end-to-end (requirements, BRDs, delivery, training), ensuring adoption and alignment to governance expectations.
- Former Full-Stack Software Engineer (Node.js, Angular, SQL) bringing engineering discipline to BI: clean data pipelines, dependable reporting, and automation-first solutions.

EDUCATION

B.Sc. in Engineering Technology (Computer Engineering)

Yarmouk University, Jordan | 2011 – 2016

WORK EXPERIENCE

Abu Dhabi Investment Office (ADIO)
Senior Business Intelligence Analyst
Jan 2025 – Present · Abu Dhabi, UAE

- Led the shift from manual Excel reporting to a centralized, automated data capture and management approach using SharePoint, MS Lists, MS Forms, and Power Automate, improving data consistency and reducing reporting friction.
- Built and delivered executive and operational Power BI dashboards (data modeling, DAX, Power BI Service publishing) to provide cross-functional visibility and decision-ready insights.
- Owned end-to-end BI delivery: requirements workshops, solution design, implementation, UAT, deployment, and change management ensuring stakeholder alignment and adoption.
- Automated data collection and recurring reporting workflows, reducing manual follow-ups and improving turnaround for critical BI outputs.

AREAS OF EXPERTISE & CORE SKILLS

Business Intelligence & Data Visualization:
Power BI (data modeling, DAX, Power Query, Power BI Service), Tableau; interactive dashboards and executive reporting.

KPI Frameworks & Business Analysis:
KPI design/standardization, metric definitions, requirements workshops, stakeholder alignment, BRD preparation

Data Platforms & Modeling:
ETL, data modeling, SQL development; working with relational databases (SQL / PostgreSQL).

Automation & Reporting Operations:
SharePoint, MS Lists, MS Forms, Power Automate; automated data collection and recurring reporting workflows.

Data Governance & Quality:
data quality rules, metadata management, standards alignment with Abu Dhabi government / DGE data standards

Technical Foundation (Software Engineering):
Node.js (Express), REST APIs, Angular (RxJS), JavaScript, HTML5/CSS3/Bootstrap; CMS (Sitecore) and basic UI design tools (Figma, Photoshop, Illustrator)

Abu Dhabi Department of Economic Development (DED)
Senior Data Analyst, Data platform project manager
June 2019 – Jan 2025 · Abu Dhabi, UAE

- Led delivery of a major enterprise data platform initiative, managing scope, timelines, and cross-functional stakeholders from planning through rollout and operational handover.
- Partnered with sector/business owners to collect, define, and standardize KPIs across multiple domains; creating clear metric definitions and ensuring consistent reporting interpretation.
- Translated business needs into actionable analytics deliverables through structured requirements gathering and authoring detailed BRDs to guide technical implementation and governance alignment.
- Contributed as an active member of the Data Management Unit (DMU) committee, supporting the evolution of data strategy, governance framework, metadata practices, and data quality standards aligned with Abu Dhabi/DGE expectations.
- Produced leadership-ready reports and analysis to support decision-making, performance tracking, and operational improvement across departments.

Metadata Computer Systems
Full-Stack Web Developer (ERP) | Metadata Computer Systems
2018 – 2019 · Abu Dhabi, UAE

- Supported ERP (Odoo) implementations by gathering business requirements, mapping processes, and translating operational needs into functional system solutions.
- Developed and customized Odoo modules to fit client workflows, ensuring smooth alignment with day-to-day business operations.
- Collaborated closely with stakeholders to validate requirements, manage feedback cycles, and deliver user-friendly enhancements that improved usability and adoption.
- Ensured solutions integrated cleanly with existing processes, providing implementation support to stabilize delivery and improve end-user experience.

Hakeem International Group (MPGLine)
Full-stack web developer
2016 – 2018 · Jordan

- Designed and developed responsive websites with a focus on usability, performance, and cross-browser compatibility.
- Managed CMS content and site administration to ensure accuracy, consistency, and reliable publishing workflows.
- Coordinated with internal stakeholders to capture requirements, deliver enhancements, and maintain stable production sites.
- Supported ongoing maintenance and improvements, strengthening reliability and user experience.

CERTIFICATES

Google Data Analytics
Google - 6 months Training

The Business Intelligence
analyst Certificates

Front-End JavaScript
Frameworks:
Angular Certificate
The Hong Kong University of
Science and Technology

The Complete Nuxt.js & Vue.js
Course

PeoplePerHour (PPH) & Upwork — Remote)
Freelance Web Developer
2014 – 2020 ·

- Delivered end-to-end website builds and customizations for
  international clients, specializing in CMS-based sites and PHP web
  development.
- Managed the full delivery cycle independently: requirements
  clarification, design coordination, development, testing, revisions, and
  deployment.
- Maintained strong client outcomes **with 100% client satisfaction** and
  51 successfully completed projects on PeoplePerHour.
- Portfolio: pph.me/ghadarahhal

PORTFOLIO

Explore my online resume & Portfolio for an overview of recent
projects and accomplishments: http://ghadarahhal.com