



Haitham ABDALLAH

Data Analyst

Massy, France | +33761007681 | abdallah.haitham@outlook.com | [linkedin.com/in/haitham-abdallah](https://www.linkedin.com/in/haitham-abdallah)

Professional Summary

Data Analyst with 2 years of experience transforming large datasets into strategic insights that drive marketing and sales performance. Skilled in SQL, Python, Tableau, and A/B testing, with proven success in campaign analysis, customer segmentation, and performance optimization. Known for delivering data-driven recommendations that improved engagement and revenue across digital channels. Strong communicator with experience collaborating cross-functionally in high-growth, data-centric environments.

Professional Experience

Marketing Data Analyst Intern - Vestiaire Collective, Paris

Jan 2024 - Jul 2024

- Monitored traffic KPIs for 900,000+ daily users, providing insights that guided strategic decision-making
- Developed interactive Tableau dashboards to track key traffic metrics, improving data visibility for 80+ team members
- Conducted SQL-based ad hoc analyses on user engagement and channel attribution, delivering actionable insights to enhance app performance and growth.
- Measured the effectiveness of five branding campaigns, using statistical A/B testing to ensure accurate impact assessment
- Collaborated with BI teams to optimize data pipelines and efficiently manage large datasets within Snowflake warehouses
- Analyzed weekly regional traffic trends, enabling stakeholders to adjust strategies proactively

Sales Representative - MJM Medics, Lebanon

Dec 2020 - Aug 2022

- Managed and analyzed sales data using Excel for over 30 hospitals, identifying trends to optimize sales strategies
- Conducted customer behavior analysis, leveraging insights to enhance client targeting and retention
- Increased revenue by 15% through data-driven sales strategies and proactive client engagement

Projects & Training

Google Cloud Data Analytics Professional Certificate – Coursera (In Progress)

- Completed Introduction to Data Analytics in Google Cloud
- Completed Data Management and Storage in the Cloud

Impact Analysis of Opening New Store – Kiabi

Winner of IESEG Hackathon Project Competition 2023

- Analyzed customer behavior, including drift patterns, to understand purchasing trends across a dataset of over 1.5M customers
- Evaluated the impact of opening new stores near existing ones, considering cannibalization effects
- Utilized clustering and statistical techniques to inform strategic decision-making
- Designed an interactive dashboard to visualize project findings and recommend optimal locations for new store openings

Education

Master in Big Data Analytics for Business - IESEG School of Management, Lille

Sep 2022 - Oct 2024

Bachelors in Business Administration, Audit - Holy Spirit University of Kaslik, Lebanon

Feb 2018 - Dec 2020

Skills

Technical Skills:

Data Analytics, Data Manipulation, A/B Testing, Data Storytelling, Statistical Analysis, Data Quality, ETL, Visualization

Tools & Programming:

SQL, Python, R, PySpark, Snowflake, BigQuery, DBT, Tableau, Power BI, Looker, Excel, Jira

Soft Skills:

Leadership, Problem-solving, Analytical Mind, Time Management, Communication, Curiosity, Adaptable, Attention to Detail

Languages

English: Fluent, **French:** Intermediate, **Arabic:** Native speaker

Interests

Volunteering: Team Leader – Lebanese Red Cross | **Sports:** Swimming, Weightlifting | **Gaming**