

Shadi Abualwafa

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Education

An-Najah National University | Nablus, Palestine
MSc in Business Intelligence and Data Analysis

Sep 2024 - Present

An-Najah National University | Nablus, Palestine
BSc in Management Information Systems

Sep 2017 – June 2021

- **Honors:** High distinction, Top 2% of class.
- **Coursework:** Data Analysis, Data Mining, Decision Support System, System Analysis and Design, Database Management and Application, Project Management, Software Quality Assurance, Computer Human Interaction and GUI Designing, Business Process Management, Enterprise Applications (ERP, CRM)

Technical Skills

Programming Languages: PHP, Python, JavaScript

Database: Relational Database, SQL, MySQL, PL/SQL

Data Analysis & Data Mining: Weka, Power BI, Tableau, Pentaho, Excel

Machine Learning: KNIME, RapidMiner

Enterprise Applications(ERP, CRM): Bitrix24, odoo

Web Analytics: SimilarWeb, SEMrush, VWO, Google Analytics

Digital Marketing: Meta Ads, Google Ads, Google Trend

Project Management: Microsoft project, ganttter; **Methodologies:** Agile (Scrum)

Experience

Fixed Assets Operations Analyst

Nov 2021 - Present

An-Najah National University

Nablus, Palestine

- Enhanced assets management system, improving data processing speed by 30%
- Improved report accuracy and optimized the preparation process
- Analyzed bids and implemented cost-saving, resulting in a 20% reduction in procurement expenses
- Worked with IT and finance to integrate new systems, improving workflow and reducing turnaround times

CRM Implementation Specialist

Nov 2020 - May 2021

DRIFT Store

Nablus, Palestine

- Improved efficiency through workflow analysis and issue resolution
- Conducted 20+ stakeholder sessions and market research, reducing project costs by 25%
- Developed detailed UML diagrams which increased the accuracy of system implementation
- Implemented Bitrix24 CRM, enhancing integration efficiency and leveraging data insights for optimization
- Ensured system effectiveness and trained employees, reducing support requests and improving usage

Intern - UX Design and Automated Testing

Jan 2021 - May 2021

PITS Track

Nablus, Palestine

- Conducted comprehensive user experience, accessibility, security and stress testing that enhance software usability, customer satisfaction and ensuring software compliance with industry standards
- Collaborated with development team to identify and address any issues found during testing

Certifications

- **Project Management Professional (PMP) - The Hope International (October 2024)**
- **MEAL Essentials – DisasterReady (September 2024)**
- **Data Science Methodology - IBM (August 2024)**
- **Presenting Data - HP (August 2024)**
- **Business Analysis & Process Management - Coursera (May 2024)**
- **Google Analytics - Google (May 2024)**