

# Abubaker Ahmed Alattas

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## Contact Information

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## Professional Profile

A seasoned professional with over 15 years of experience in data warehousing and business intelligence (BI), complemented by a foundation in accounting. Proven expertise spans diverse banking domains, including Finance, Treasury, Audit, and Retail, enabling the design of data strategies aligned with business goals.

Proficient in leveraging BI and analytics tools like IBM Cognos BI, MS Power BI, Python, R, and Advanced SQL. Implementing full-scale Power BI dashboards solutions and managing data quality initiatives, automating workflows, and creating precise, actionable reports to deliver actionable insights and drive operational efficiency.

Passionate about innovation, having developed AI-driven tool [ai.alattas.co](https://ai.alattas.co) and local Generative AI solutions to enhance business processes. Adept at leading projects that optimize reporting systems, and foster data-driven decision-making.

## Core Skills:

- **Data Warehousing:** Development, maintenance, and optimization
- **BI Tools:** IBM Cognos BI, MS Power BI, Prism, Advanced SQL, Python, R, MongoDB
- **Reporting & Analytics:** Operational and analytical reporting, KPI dashboards
- **Project Management:** Data quality initiatives, workflow automation
- **Cloud Platforms:** AWS, Azure
- **Business Acumen:** Strategic alignment, performance monitoring, and financial analysis
- **Web/Mobile Development:** PHP, Asp.Net, Flutter, Oracle-APEX

## Education

- Bachelor's Degree in Accounting (1991), King Abdulaziz University.
- Certifications: Microsoft BI tools, programming languages, and advanced DWH reporting.
- Professional Training: Business and project management courses

## Professional Experience

### SENIOR BUSINESS ANALYST

#### ALHAMRANI UNIVERSAL | (2021 – PRESENT)

- **Optimizing Data Warehouse (DWH) Utilization**
  - Developed a historical data-mart for number of active products (ATM & POS), enabling daily trend analysis across multiple dimensions, such as product type, business area, and geographical location.
  - Automated manual logging of service staff relocation and assignment, used in calculating their KPIs, which reduced monthly KPI and incentive reporting time from 2–3 days to under 2 hours.
  - Designed and implemented a consolidated data model incorporating external SAMA monthly statistics from SAMA website. This reduced monthly Market Share reporting time from 5 days to under 4 hours, including automated report generation and final PowerPoint presentation for management.
  - Managed and updated content for Alhamrani Universal website <https://universal.com.sa>, ensuring timely and accurate content presentation.
- **Reducing Manual Changes To Generated Reports**
  - Streamlined 170 major data-dump reports by removing excess data (columns and rows) and incorporating additional summaries to enhance reports usability and efficiency.
  - Launched “*Morning Coffie*” reports project, delivering daily consolidated summaries tailored to different mid-level managers, aligned with each specific business area requirements.
- **Management & Operational Reports Rationalization**
  - Launched a project to review necessity of around 270 daily scheduled (management and operational) reports, some of which were scheduled for staff who long ago left the company, others were not in use. This led to rationalizing daily scheduled reports by around 50%.
  - Built a web-based ASP.NET application with interactive user feedback on existing reports usability and decommissioning recommendation, consolidating input for final removal to improve system efficiency.
- **Enhancing Data Quality**
  - Monitored service team actual inputs, revising structure of data entry screens, list of field and their default and select options, to ensure consistent and accurate data entry.
  - Created a comprehensive Metadata document for the existing Data Warehouse, streamlining report development and updates.
  - Established guidelines and documentation requirement for DWH Users creation, authorization & scope of data access, enforcing periodical updates of user credentials.
  - Automated a periodical reports review to confirm validity of scheduled reports recipients.
- **Incorporating Additional Source Systems**
  - Delivered end-to-end Power BI solutions, including SQL source views, ETL procedure, reporting datamodel and final dashboards. Covering metrics such as Market Share, Product Distribution, SLA scores, and more. Built dashboards User Guides and conducted training to ensure effective adoption.
  - Developed AI prompting tool, explored local Generative AI solutions to optimize business workflows.
  - Integrated Ameyo (Call Center) logs into the Data Warehouse for a comprehensive dashboard view of service quality and merchant feedback.
  - Restructured SOs classifications to meet SAMA requirements, eliminating 23% of redundant SO codes.
  - Integrated outsourced (Ajex logistics) transaction data with internal ERP system reports, enabling seamless reconciliation and accurate payment processing.

## **PERFORMANCE & SALES MONITORING SENIOR OFFICER NATIONAL COMMERCIAL BANK | (2015 – 2020)**

- **Managing Retail Branches Annual & Month-to-Month Sales Targets**
  - Developed a robust mega Excel-based tool to manage NCB Retail sales targets. The tool enabled:
    - Management of Sales target for 5 NCB regions, 22 areas, 500+ branches, and 2500+ sales staff.
    - Dynamic (CA, PF, RF, CC, ...) target calculations considering staff count & function fluctuations, changes in target seasonality and sales outlets.
    - Showed high adaptability during the COVID-19 period with real-time target adjustments.
  - Oversaw other target metrics such as branch count, staff levels, number of ATMs & Self-Service Kiosks to ensure alignment with strategic NCB objectives.
- **Building campaign reports to boost sales.**
  - Designed and implemented a data mart for tracking campaign performance, accommodating 5–6 campaigns annually. This system incorporated tailored scoring logic for each campaign objectives.
  - Automated the integration of leads generation into the performance monitoring system, ensuring precise tracking of leads' utilization and its role in the overall performance scoring.
- **Business Performance & KPI Reporting**
  - Developed comprehensive dashboards and KPIs to monitor retail management and sales staff performance, providing:
    - Daily updates on target vs. actual performance.
    - Month-to-date progress tracking.
    - Annualized target-achievement estimates.
- **Managing Monthly “Retail Sales Performance” Reviews**
  - Produced monthly Retail Performance Review reports providing insights on actuals vs. target.
  - Facilitate and managed formal performance-review meetings for 5 NCB regions, including:
    - Presentation of key findings and performance gaps.
    - Action item tracking and follow-ups for subsequent review cycles.

## **DWH BI BUSINESS SUPPORT MANAGER NATIONAL COMMERCIAL BANK | (2004 – 2014)**

- Managed a team of 5 staff to handle around 300+ annual (scheduled & Ad-Hoc) reports requirements.
- Generated annually 30+ system enhancement BRDs, coordinating with IT dev. and SQA testing.
- Provided front-line support for Data Warehouse users to resolve issues promptly.
- Successfully introduced the web based BI tool (Cognos 8) to business, improving reporting capabilities.
- Conducted annually 5-6 user DWH/Cognos awareness sessions and formal training, managed rollout of DWH enhancements and system upgrades.
- Supported business projects requiring constant data monitoring and analysis via Ad-Hoc DWH data and reports, including the major project of migrating NCB GL system from Finance-I to Oracle Finance.

## **DQ IMPROVEMENT PROJECT MANAGER NATIONAL COMMERCIAL BANK | (2001 – 2003)**

- Defined DQ requirements, generated baseline DQ level to estimate project scope and magnitude.
- Revise customer forms and input screens & fields, along with default & select values of each input field.
- Managed branch-focused task forces, issuing periodic monitoring reports measuring (KYC) data quality improvements.