Hazem Alhabbal

Data Analyst | Business Intelligence | Product & Operations Analytics
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Professional Summary

Business and operations professional with 12 years of experience and an M.S. in Data Analytics. Combines SQL, Python, data preparation, and KPI development with hands-on experience managing digital services and business operations. Applied analytics to operational data restructuring and AI-assisted machine-learning prototyping, bringing a UX/UI perspective to business intelligence and data visualization.

CORE SKILLS

Data Analysis & Programming: SQL, Python, Excel, Data Cleaning, Data Preparation, Exploratory Data Analysis
Business Intelligence & Visualization: Tableau, KPI Development, Dashboard Design, Data Visualization, Business Reporting
Business & Product Analytics: Business Requirements, Performance Metrics, Process Improvement, Operational Analytics, Stakeholder Collaboration
Additional Technical Experience: Machine Learning Prototyping, Data Restructuring, UX/UI Design, AI-Assisted Development

PROFESSIONAL EXPERIENCE

Business Operations & Analytics Lead | Panda Voiceover | 2014–Present

- Managed end-to-end operations for a digital voice-production business, coordinating client projects, voice talent, production workflows, and delivery requirements.
- Structured and reorganized operational data to improve consistency, accessibility, and readiness for reporting and future search capabilities.
- Analyzed business workflows and defined reporting requirements and performance indicators to support operational decision-making.
- Developed an AI-assisted machine-learning prototype to evaluate technical voice-recording quality, including dataset preparation, feature analysis, and classification model evaluation.
- Collaborated with clients, voice talent, and production teams to translate requirements into workflows and improve project coordination.
- Applied UX/UI and product-design principles to digital workflows, emphasizing usability, information organization, and efficient user experiences.

SELECTED ANALYTICS PROJECTS

Voice-Recording Quality Classification | Python, Machine Learning

- Developed an AI-assisted machine-learning prototype to classify the technical quality of voice-talent audition recordings, focusing on recording issues such as noise, clipping, and distortion.

- Prepared datasets, supported audio feature engineering, and compared classification models. A Random Forest model achieved 83.9% preliminary validation accuracy; independent testing and production deployment remain pending.

Operational Data Restructuring & Business Intelligence Planning | Panda Voiceover
- Reorganized business data to establish a more consistent foundation for operational analysis, reporting, and future search functionality.
- Defined reporting requirements and explored department-specific KPIs to support dashboard development, with an emphasis on actionable insights and UX-informed visualization.

ADDITIONAL PROFESSIONAL EXPERIENCE

Kabbani for Decoration | Digital Marketing | 2016–2019
- Supported digital marketing activities, online content, and brand communication initiatives.
- Worked across digital channels to support business visibility and customer engagement.

Haflati | UI Design & Technology Consultant | 2024
- Contributed to user interface design and technology planning for a digital product.
- Applied user-centered design principles to interface structure, usability, and product requirements.

SELECTED ACHIEVEMENTS

Amazon Alexa — Arabic Text-to-Speech (TTS) Projects | 2021–2023
- Contributed to Arabic speech-data production projects supporting Amazon Alexa, including over 280 hours of recording quality monitoring and evaluation against project requirements.

Best Startup Award — STEP Conference, Dubai | 2020
- Received Best Startup recognition for a business presentation highlighting the service model, market opportunity, and growth potential of a digital voice-production company.

EDUCATION

Master of Science (M.S.), Data Analytics
Western Governors University | 2026
Bachelor of Science (B.S.), Design Management
American University of Sharjah | 2012