SALMA RAHALL

Institutional Research & Business Intelligence Analyst

CONTACT

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Nationality: Jordanian

EDUCATION

Bachelor's Degree
Computer Engineering
The Hashemite University, Jordan
Graduated Sep 2025

SKILLS

Institutional Research:
CHEDS/HEDB regulatory reporting, Ministry data submissions (API), API testing (Bruno), data-quality frameworks, benchmarking, KPI analysis

BI & Visualization:
Tableau, Power BI (DAX, Power Query), dashboard design, data visualization

Data & Engineering:
SQL, Snowflake, Oracle, Python (Pandas, NumPy), KNIME, ETL, Excel

AI & Automation:
Power Automate, Office Scripts (TypeScript), SharePoint, LLMs / text-to-SQL, Streamlit, Git, APIs

CERTIFICATES

Microsoft Certified: Power BI Data Analyst Associate (PL-300)

LANGUAGES

Arabic · English

PROFILE

Institutional research and business intelligence analyst at Mohamed bin Zayed University of Artificial Intelligence (MBZUAI), working on the data behind university reporting and regulatory compliance. Validated and submitted 23+ datasets to the UAE Ministry of Higher Education (CHEDS/HEDB) through its API, and built Tableau dashboards on enrollment, academic performance and graduate outcomes for university leadership. Strong focus on data quality, accuracy and clear reporting for non-technical stakeholders.

WORK EXPERIENCE

MBZUAI (Mohamed bin Zayed University of Artificial Intelligence)

Graduate Trainee – Institutional Research

Apr 2026 – Present · Abu Dhabi

- Validated and submitted 23+ institutional datasets to the UAE Ministry of Higher Education (CHEDS/HEDB) through its API, ensuring each met regulatory requirements before submission.
- Tested the CHEDS submission API end to end in Bruno against the Ministry's staging environment, covering authentication, payload formats, validation errors and resubmission, before each live submission.
- Designed a data-quality framework across six dimensions (completeness, accuracy, consistency, validity, uniqueness, timeliness) for enrollment, graduate and events data.
- Built interactive Tableau dashboards on student enrollment, academic performance, dropout risk and graduate outcomes for university leadership.
- Prepared and analyzed institutional data in Snowflake, Tableau and Excel, and presented benchmarking findings to non-technical stakeholders.

Tahaluf Al Emarat Technical Solutions

Full Stack Web Development Trainee

Feb 2022 – Jul 2022 · Remote internship

- Developed and tested web application features, designing and querying relational databases in Oracle using SQL.
- Tested APIs and used Git version control to debug data flow between the front end, backend and database.

PROJECTS

HEDB Submission Pre-Checker (Automation)

Python | Office Scripts (TypeScript) | Power Automate | SharePoint | Excel

- Converted the Ministry's HEDB 2026 Data Dictionary into automated validation rules covering all 44 HEDB datasets (1,236 fields, 81 official code lists) that check CHEDS submission files in SharePoint for required fields, formats, valid codes and missing columns, then email each data owner a row-level list of fixes through Power Automate before submission.

Ask the Census: Natural-Language Analytics for Enrollment Data

Python | SQL | Streamlit | Snowflake | DuckDB | LLM (K2 Horizon)

- Built a prototype text-to-SQL app where users ask enrollment questions in plain English and receive a chart, automated findings (including same-term-last-year comparisons) and the exact SQL, querying Snowflake with read-only checks and small-group suppression.

University Student Analytics Dashboard

Python | Pandas | NumPy | Jupyter Notebook | Tableau

- Cleaned and analyzed 3,000 student records across 40 attributes, reduced 2,796 missing cells to zero, assessed seven data-quality dimensions, and built a three-tab Tableau dashboard on academic performance, dropout risk and career outcomes.

Connected Business Performance Reporting System

Power BI | DAX | KNIME | Excel | ETL

- Integrated UAE and Jordan sales data through an ETL workflow, standardized and validated it, wrote DAX measures, and built interactive Power BI reports on sales, customer behavior, product trends, profitability and store comparisons.