

AbdulRahman Motawa, PMI-PBA®

Business & Operations Analyst | Field Manpower Performance | Reporting & Process Improvement

Riyadh, Saudi Arabia | +966 53 459 3717 | motawaabulrahman@gmail.com | LinkedIn

PROFILE

PMI-PBA® certified Business and Operations Analyst with experience in field manpower operations, performance reporting, workforce tracking, cost/control analysis, process improvement, and stakeholder coordination across logistics and consulting environments. Skilled in turning inconsistent operational data into reliable dashboards, identifying manpower and productivity gaps, documenting business requirements, and supporting practical solutions that improve visibility, accountability, and decision-making. Experienced in executive reporting, market research, benchmarking, Excel/Power BI dashboards, ERP/system-generated data, and cross-functional coordination between Operations, HR, Finance, and Fleet teams.

CORE COMPETENCIES

- Field manpower performance analysis
- Attendance, overtime and exception tracking
- Cost, margin and productivity analysis
- Business requirements definition
- Data quality assurance and validation
- Go/no-go and risk analysis support
- Operations reporting and KPI dashboards
- Workforce allocation and utilization review
- Process improvement and reengineering
- Stakeholder coordination and documentation
- Market research and benchmarking
- ERP/system data, Power BI, Excel, VBA

PROFESSIONAL EXPERIENCE

Masar Logistics Services, RIYADH, SAUDI ARABIA | Apr 2026 to Present

Data Analyst - Business & Operations Analysis

- Supported field manpower operations by analyzing driver/rider productivity, attendance patterns, fuel usage, vehicle assignment, daily targets, and exception cases to identify performance gaps and operational risks.
- Built operational dashboards and reporting trackers using Excel, Power BI, ERP/system-generated data, fuel reports, attendance records, workforce lists, and shared cloud files to support management decision-making.
- Cleaned and reconciled messy operational data by standardizing names and IDs, removing duplicates, matching records across sources, flagging missing or inconsistent entries, and separating confirmed data from review cases.
- Analyzed underperformance, fuel sufficiency claims, field deployment patterns, location behavior, and productivity drivers by combining dashboard data with field observations and management feedback.
- Supported manpower follow-up by defining clear ownership for data inputs, reviews, exceptions, escalations, and management reporting across Operations, HR, Finance, and Fleet.
- Developed tracking mechanisms for attendance, operational exceptions, workforce renewals, cost exposure, and daily performance to reduce manual follow-up and improve reporting consistency.
- Contributed to operational process improvement by documenting business rules, improving trackers, identifying automation opportunities, and translating field challenges into practical reporting and follow-up workflows.

Partner Consultants, RIYADH, SAUDI ARABIA | Aug 2024 to Mar 2026

Business Analyst - Strategic Researcher

- Supported consulting engagements through market research, sector studies, competitive benchmarking, gap analysis, governance assessment, stakeholder analysis, and executive-ready insight development across GCC and MENA markets.
- Developed analytical reports, executive presentations, strategic summaries, and management-ready recommendations to support planning, decision-making, and transformation initiatives.
- Contributed to business cases, feasibility-style analysis, cost-benefit thinking, operating model reviews, KPI frameworks, performance measurement matrices, and improvement recommendations.
- Prepared BRDs, diagnostic tools, C-level interview frameworks, workshop materials, and process documentation to structure business requirements and translate findings into actionable deliverables.
- Coordinated with stakeholders through workshops, interviews, content preparation, documentation of findings, and follow-up inputs for action planning and delivery support.

RELEVANT OPERATIONS & ANALYTICS PROJECT EXPERIENCE

- **Field Performance Dashboard:** created dashboards to monitor daily productivity, target achievement, attendance, exceptions, fuel behavior, and cases requiring management review.
- **Workforce Renewal & Compliance Monitoring:** developed a workforce tracking system to classify active, expired, and critical cases, forecast renewal cash requirements, and support management planning.
- **Attendance & Payroll Logic:** translated attendance policies into business rules covering absence, lateness, early departure, single-punch cases, and approved exceptions for HR/Finance review.
- **Operational Field Validation:** tested field assumptions directly to understand whether productivity issues were caused by manpower behavior, area selection, shift timing, fuel allocation, waiting time, or routing inefficiencies.
- **Cloud Collaboration & Automation:** used shared files, Google Forms/Sheets, Google Drive, and automated trackers to standardize data collection and reduce reliance on scattered offline files.

ADDITIONAL PROFESSIONAL EXPERIENCE

Professional Writing & Business Communication | Aug 2024 to Jan 2025

Business Communication Support

- Delivered professional Arabic-English translation and refinement for executive reports, proposals, business documentation, and stakeholder-facing communication materials.
- Refined presentations and strategic materials to improve clarity, structure, tone, and executive impact.

Leadership & External Engagement | Freelance | Apr 2017 to 2024

Stakeholder Engagement & Events

- Led stakeholder-facing event delivery, live communication, and cross-functional coordination for high-profile engagements including Saudi Esports Federation and Esports World Cup related activities.
- Managed public communication, audience engagement, and coordination requirements in fast-paced environments requiring accuracy and professionalism.

Abraj Al Ranna - YOTTA | Jan to May 2023

Business Developer - Intern

- Conducted market research, competitive analysis, lead generation, client database management, and proposal support within the telecommunications and IT sector.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Professional in Business Analysis (PMI-PBA®) - Project Management Institute (PMI) | Exam Performance: Above Target
- PMP® Preparation - Project Management Institute Framework
- Business Analysis Training Course - PMI Framework
- Advanced Excel for Data Analysis (Power Query & Dashboards)
- Power BI for Business Intelligence & Dashboard Reporting
- PowerPoint Presentation Design Masterclass
- International English Language Testing System (IELTS) - British Council (Score: 7)

EDUCATION & LANGUAGES

Bachelor of Digital Media | Saudi Electronic University, Riyadh | 2018 - 2023

Languages: Arabic (Native) | English (Advanced - IELTS 7)