

Reem Hassan

Business Analyst | Digital Transformation

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Valid Saudi Visa / Iqama

SUMMARY

Business Analyst with 1 year of Saudi-market experience translating stakeholder needs into requirements, workflows, business rules, user stories, acceptance criteria, and dashboard requirements for digital products and ERP platforms.

WORK EXPERIENCE

Osolutions

Business Analyst

Jun. 2026 – Present

Jeddah, Saudi Arabia

- Translate business needs into clear workflows, business rules, and technical documentation, reducing clarification cycles across delivery teams.
- Collaborate with cross-functional teams to define project scope and future-state processes, improving first-review approval rates.

Selected Project: AutoZone Digital Automotive Platform

- Supported the digital transformation of a large Saudi automotive dealership operating across 17 branches.
- Designed the Strapi CMS structure and introduced decision-support features that reduced vehicle selection time by **60%** and increased test-drive or purchase requests by **95%**.
- Analyzed business data requirements and defined role-specific KPIs, metrics, calculation formulas, and dashboard views for management, sales, marketing, and branch operations teams.
- Translated stakeholder questions into measurable dashboard indicators covering vehicle performance, customer interest, lead conversion, branch performance, inventory availability, and sales funnel progress.

Wayak Project

Business Analyst

Feb. 2026 – Jun. 2026

Saudi Arabia

- Contributed to a five-module vertical ERP platform for the Saudi school transportation market.
- Led business analysis for two major modules, designing unified workflows expected to reduce cross-team coordination effort by approximately **40%**.
- Replaced one ambiguous bus status with four independent status dimensions, targeting a **50% reduction** in the time users spend verifying bus availability and compliance.
- Designed an integrated incident workflow connecting eight operational actions, expected to improve incident response and replacement-bus assignment time by approximately **45%**.

Tawasul

Business Analyst Intern

Dec. 2025 – Mar. 2026

- Supported requirements elicitation and analysis by translating business needs into user stories, acceptance criteria, workflows, and functional documentation.
- Conducted current-state and future-state process analysis to identify gaps, clarify business rules, and recommend workflow improvements.
- Collaborated with stakeholders and cross-functional teams to clarify requirements, structure the product backlog, and support feature prioritization.
- Prepared business analysis deliverables, including process flows, functional specifications, traceability documentation, and system requirements.

SKILLS & TOOLS

Business Analysis : Requirements Elicitation, Gap Analysis, User Stories, Acceptance Criteria, Functional Specifications, MoSCoW, RICE

Product Management : Product Roadmapping, Feature Prioritization, Scope Management, MVP Planning, Stakeholder Management, Cross-functional Collaboration

Data Analysis & Reporting : KPI Definition, Metrics Definition, Calculation Formulas, Dashboard Requirements, Role-Based Reporting, Data Interpretation

Process & Design : BPMN Process Modeling, Current-State and Future-State Analysis, User Workflows, Wireframing, Figma

Technical Analysis : SDLC, System Architecture, Database Schemas, SQL Basics, CMS and ERP Requirements

Domains : Healthcare, SaaS, ERP, E-commerce

Tools & Platforms : Jira, ClickUp, Linear, Trello, Figma, MS Excel, Slack, VS Code

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor's Degree in Computer Science

Arab Open University

- **Business Analysis Masterclass** – Moaaz El Masry
- **Product Management Masterclass** – Moaaz El Masry
- **AI for Business Analysts** – Emmanuel Essien

LANGUAGES

Arabic: Native **English**: Intermediate (B2)