



# Mohamed Saleh

## Commercial Analyst

Results-driven Commercial Analyst with cross-sector sales and pricing experience across chemical manufacturing, uniform production, and telecom. Builds data-driven commercial models using SQL, Power BI (Advanced DAX, data modeling, RLS), and Python. Currently expanding hands-on capability in SQL Server, enterprise data modelling, and SharePoint-integrated Power BI deployment.

## EXPERIENCE

### Commercial Analyst | Oct 2025 - Present

[Emirates Industries Group](#) — Schools, Uniform & Chemical Manufacturing



- Evaluated supplier and vendor performance across group entities, directly informing sourcing and contract renewal decisions
- Built a sales and delivery forecast model from 18 months of historical order data, supporting commercial terms and pricing decisions
- Designed a weekly commercial risk tracker flagging at-risk orders, enabling proactive renegotiation and margin protection

### Commercial Analyst | Oct 2020 - Oct 2025 (Part-time)

[Soudal Group](#)



- Built export sales profitability models across markets, identifying underperforming product-market combinations and pricing gaps
- Directed market expansion recommendations across 7 manufacturing facilities, optimizing route-to-market cost per region
- Produced monthly commercial performance reports ranking markets by gross profit contribution, used to restructure pricing and order policies
- Calculated breakeven order quantities by product and market, setting minimum thresholds for the sales team

### Data Analyst | Oct 2017 - Sep 2020

[Etisalat UAE](#)



- Built subscriber segmentation and campaign targeting models, improving conversion from 4% to 9%
- Built pre-launch campaign ROI models and post-campaign performance reporting for marketing leadership

## CONTRACTOR / INDEPENDENT ENGAGEMENT

### Commercial Turnaround Consultant | Apr 2022 - 2024 (Part-time contractor)

[William Penn — Sheaffer Brand](#)



- Led 5-year historical data analysis (sales, dealer orders, logistics cost, returns) across markets and channels to diagnose brand decline following an acquisition
- Scored and rationalized the product portfolio by volume, margin, and brand-fit; discontinued products misaligned with luxury positioning
- Evaluated and scored the dealer network on sales performance, brand presentation, and commercial reliability; restructured underperforming relationships
- Designed a 3-channel distribution model (online, retail boutique, B2B gifting), each with dedicated pricing and stock strategy

## CONTACT

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## EDUCATION

### Bachelor's Degree in Commerce

Assiut University — Nov 2007

### MBA, Marketing & Sales

Bharat University — Jun 2015 (Distance Learning)

## SKILLS & TOOLS

- Power BI (Advanced DAX, Data Modeling, RLS)
- SQL Server & SSMS
- Power Query / M
- Python (data prep)
- MS Excel
- Tableau (familiar)
- GitHub — Version Control
- Commercial & Pricing Analysis
- Revenue & Margin Modelling

## LANGUAGES

Arabic — Native  
English — Professional

## PERSONAL DATA

DOB: Jan 10, 1987  
Nationality: Egyptian  
Marital Status: Married