Sara Benmazari

Professional Trainer | ERP Odoo & Finance | Power BI & Data Analytics

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Professional Summary

Trainer and data professional with 7 years of hands-on experience in ERP (Odoo) across its business modules, finance and management control, Power BI, SQL, and analytics, including product analytics and Google Cloud (BigQuery). Experienced in training colleagues and staff across multiple departments. Able to make technical and business topics clear for technical and non-technical audiences, using real business cases. Trilingual (Arabic, French, English), able to deliver training in the language each audience needs.

Training Areas

ERP, Odoo & Business Processes (core expertise): Odoo ERP across its business modules: procurement, sales, inventory, accounting, HR, assets, maintenance (CMMS), and manufacturing · How business processes flow through the ERP into reporting · ERP data quality, audit, and internal control · Financial analysis, budgeting, and management control

Power BI, SQL, Excel & Business Analytics: Power BI and DAX · Dashboard design and data storytelling · SQL and PostgreSQL for analysts · Advanced Excel for reporting · Python (Pandas, NumPy, Seaborn) · KPI design and business analysis · Tableau

Google Cloud & Modern Data Stack: BigQuery · Looker Studio · Google Sheets and Apps Script · Google Analytics (GA4) · dbt, ETL/ELT, and data warehousing fundamentals

Product Analytics & Data Quality: Funnels, user behavior, and product metrics · Root cause analysis · Experimentation · Data-quality checks and anomaly detection

Audiences & Formats

- **Audiences:** working professionals, corporate teams, analysts, managers, finance and operations staff, university and vocational learners.

- **Formats:** hands-on workshops, multi-day practical courses, tailored in-company programs, and online or in-person sessions built around real business cases.

Training Experience

- Trained colleagues and staff across multiple departments to use Rapido at Hasnaoui Group of Companies.

Relevant Professional Experience

Product Data Analyst (Mobility) — Yassir | 2026 – Present

- Analyze product and user data, funnels, and trends, and present clear insights and recommendations to product and cross-functional teams.
- Define and monitor metrics, build analytical datasets in SQL (PostgreSQL, BigQuery), and support experimentation.
- Investigate anomalies, identify root causes, and explain findings to technical and non-technical stakeholders.

Freelance Data Analyst / Product Data Analyst | 2026 – Present

- Deliver analytics projects for business and technical clients, from requirements gathering to delivery.
- Build dashboards, KPI frameworks, and automated reporting using SQL, Python, Power BI, and Looker Studio.
- Translate business questions into analytical approaches and communicate recommendations clearly.

BI Developer / Data Analyst / Data Engineer — Hasnaoui Group of Companies | 2022 – 2026 | Sidi Bel Abbès, Algeria

- Trained colleagues and staff across multiple departments to use Rapido.
- Developed Power BI dashboards and semantic models covering inventory, procurement, sales, HR, accounting, maintenance (CMMS), and manufacturing.
- Designed data warehouse structures and ETL/ELT pipelines, and used dbt for modular, tested, and documented SQL transformations.
- Built data-quality checks and analytical controls to detect anomalies and ERP data issues.

- Translated business requirements into data solutions and worked with cross-functional teams to improve reporting and operational processes.

ERP Audit & Control / Data Analyst & Auditor — Hasnaoui Group of Companies | 2020 – 2022 | Sidi Bel Abbès, Algeria

- Analyzed ERP data with PostgreSQL and Odoo to assess accuracy, consistency, and integrity.
- Planned and executed ERP audits, assessed risks and controls, and produced reports with practical recommendations.
- Worked with cross-functional teams on corrective actions and process improvements.

Management & Financial Controller — Hasnaoui Group of Companies | 2019 – 2020 | Sidi Bel Abbès, Algeria

- Prepared budgets, activity reports, and financial analyses across procurement, sales, inventory, assets, and manufacturing.
- Supported management decisions through performance metrics, forecasts, and internal controls.

Core Skills

Data & Analytics: Product Analytics · Data Analysis · KPI Design · Business Intelligence · Data Quality · Root Cause Analysis

Data Engineering: Data Warehousing · ETL/ELT · dbt · Data Modeling · SQL Transformations

Google Ecosystem: BigQuery · Google Cloud Platform (GCP) · Cloud Storage · Looker Studio · Google Analytics (GA4) · Google Sheets · Google Apps Script · Google Workspace

Languages & Tools: SQL · PostgreSQL · Python (Pandas, NumPy, Seaborn) · Power BI · DAX · Tableau · Microsoft Excel

Business Systems: Odoo ERP · ERP Audit & Control · Financial Analysis · Process Improvement

Education

Master's Degree in Financial Management — Djillali Liabès University | 2017 – 2019

Bachelor's Degree in Financial Management — Djillali Liabès University | 2017

Languages

Arabic — Fluent · French — Fluent · English — Fluent