

## Abdelali El Masrar

SAP Lead Data & Analytics Solution Architect

**SAP BW & BW/4HANA, SAP Analytics Cloud, SAP Datasphere, S/4HANA Embedded Analytics, SAP Fiori**

International Diploma in Business Administration (University of Applied Sciences Dortmund, Germany)

International Business Diploma (Business School ESSEC Paris)

**Nationality:** German | **Languages:** **German** – Native speaker, **English** – Fluent ▪ *Cambridge Certificate in English for International Business and Trade*, **French** - Fluent



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### About Me

With over 18 years of international experience as an end-to-end SAP Data & Analytics consultant and full-stack developer, I optimize business processes worldwide through data-driven, customized solutions. My technical expertise and understanding of business requirements enable me to deliver efficient end-to-end solutions using SAP BW & BW/4HANA, SAP Analytics Cloud, SAP Datasphere, S/4HANA Embedded Analytics, SAP Fiori and advanced programming skills—for maximum data value and an intuitive user experience.

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### Core Competencies

- **SAP BW/4HANA & BW on HANA:** Migration, modeling, data integration, reporting, and performance optimization.
- **SAP Analytics Cloud (SAC) (including Planning):** Development of interactive and high-performance dashboards and visualizations for data-driven decision-making.
- **SAP Datasphere:** Data fabric—modern data management and orchestration for flexible data architecture.
- **S/4HANA Embedded Analytics, SAP Fiori (On-Premise & Cloud):** Development of CDS-Views & modern SAP Fiori apps.
- **SAP Programming:** SAP BTP, Calculation Views, ABAP, AMDP, HANA SQLScript, CDS-Views, SAP Analytics Cloud Scripting.

## **My Value for Your Success**

### **Versatile Expertise – Everything from a Single Source**

With strong programming skills in ABAP, AMDP, and CDS Views, you won't need additional developers. I bring comprehensive technological expertise and cover multiple disciplines.

### **Reliability & Foresight**

I stand for a partnership-based collaboration you can rely on. I see challenges as opportunities to develop innovative solutions, always thinking beyond the obvious.

### **Your Success Is My Drive**

My goal is to advance your business. I work passionately to optimize your processes and turn innovative ideas into practice.

### **Sustainability & Humanity**

To me, sustainability is more than a buzzword - it's a core principle I integrate into my work. Human connection also plays a vital role in business relationships. Trust-based collaboration is key to success.

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## **Project Experience – Excerpt from over 46 successfully completed projects**

Happy to share my SAP project list with you upon request.

- **SAP BW/4HANA:** Migration from BW on HANA to BW/4HANA, data modeling, reporting, and load process optimization.
- **SAP ABAP CDS Views:** Development of ABAP CDS Views with SQL-optimized logic for production planning in a special machinery manufacturing company.
- **SAP Datasphere Implementation:** Creation of a future-proof data fabric integrating SAP and non-SAP data sources.
- **SAP Analytics Cloud (SAC):** Development of interactive stories and dashboards for various companies.
- **SAP Analytics Cloud (SAC) – Planning:** Real-time dashboard for revenue development, planning, and simulation of quarterly targets.
- **Custom SAP Fiori Apps:** Design and development of custom Fiori applications for various companies.