

Abdelali El Masrar

SAP Lead Data & Analytics Solution Architect

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

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



📍 **Location:** Dortmund, Germany | 🌐 **Website:** [Link](#) | 👤 + **Save to contacts:** [Link](#)

🌐 **LinkedIn:** [Link](#)

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, SAP BTP and advanced programming skills—for maximum data value and an intuitive user experience.

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:** Calculation Views, ABAP, AMDP, HANA SQLScript, CDS-Views, SAP Analytics Cloud Scripting

SAP Freelancer with Vision – The Alternative to Traditional Consultancies

Clear Advantages for IT Managers

Personal & Reliable

You work directly with me – no changing consultants, no detours. One point of contact, full accountability.

Flexible & Fast

Quick decisions, fast response times, and tailored solutions – exactly when you need them.

Cost-Effective & Transparent

You pay for expertise, not overhead. Fair daily rates, no hidden fees, full cost transparency.

Hands-On & Solution-Oriented

I deliver practical, results-driven solutions – with deep technical know-how and a business mindset.

If you're looking for real results instead of just presentations – let's talk.

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.