

CONTACT

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■ Egypt

TECHNICAL SKILLS

Power BI

Excel

Python

SQL

Data Cleaning

Visualization

Statistics

TOOLS

- Power BI
- Microsoft Excel
- Python 3
- Pandas / NumPy
- Matplotlib / Seaborn
- SQL
- Jupyter Notebook

LANGUAGES

Arabic — Native

English — Professional

CORE STRENGTHS

- ◆ Analytical Thinking
- ◆ Attention to Detail
- ◆ Data Storytelling
- ◆ Problem Solving
- ◆ Business Reporting

PROFESSIONAL PROFILE

Data Analyst with a strong passion for uncovering patterns in complex datasets and translating them into clear, actionable business insights. Proficient in the complete analytics workflow — from raw data ingestion and cleaning through exploratory analysis and visual storytelling. Committed to helping organizations make smarter, data-backed decisions through accurate analysis and impactful reporting.

EXPERIENCE

Freelance Data Analyst

Self-Employed · Multiple Clients · 2022 – Present

- Delivered end-to-end analytics projects for clients in retail, HR, and e-commerce.
- Built interactive Power BI dashboards tracking KPIs, revenue trends, and operations.
- Cleaned and restructured raw Excel/CSV datasets, improving data quality significantly.
- Produced executive business reports that reduced client decision-making time.
- Applied Python (Pandas, Matplotlib) for customer segmentation and behavior analysis.

KEY PROJECTS

Sales Performance Dashboard

Power BI · Excel

Interactive dashboard analyzing quarterly sales trends, revenue KPIs, and regional performance — enabling management to identify underperforming lines and optimize targeting.

Customer Behavior Analysis

Python (Pandas, Matplotlib) · Jupyter

Segmented 10,000+ customer records using RFM analysis. Identified 3 distinct purchasing personas, directly informing a high-ROI targeted marketing campaign.

HR Analytics Dashboard

Power BI

Comprehensive HR dashboard covering employee performance, salary distribution, attrition rates, and hiring pipeline metrics for executive decision-making.

EDUCATION

Bachelor's Degree — Computers & Information

Egypt · 2020 – 2024

Relevant: Database Systems · Statistics · Business Intelligence · Data Structures.

CERTIFICATIONS

Microsoft Power BI Data Analyst — Microsoft / Coursera

Python for Data Science — IBM / Coursera

Excel Skills for Data Analytics — Macquarie University

SQL for Data Science — UC Davis / Coursera