

Moataz Mahdy Elmesmary

BI Developer - Data Analyst

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🔗 Portfolio 📍 Cairo, Egypt 🔄 Moataz-Elmesmary 🛡 Military Service: Completed

PROFILE

Data Analyst | BI Developer Proficient in **SQL, Power BI, Tableau, Python, Excel, ETL processes, Dashboarding, MSBI Stack (SSIS, SSRS, SSAS) and data warehousing** with a strong ability to transform raw data into actionable insights. Created the **most-starred Data Science Roadmap in MENA** (Top 3% *GitHub repositories*).

EDUCATION

Bachelor's in Computer & Information Sciences (Medical Informatics Dept), Sep 2019 – Jun 2023
Mansoura University
GPA: 3.3 (Very Good) | A+ in Graduation Project

EXPERIENCE & INTERNSHIPS

ITI - Business Intelligence Developer, Information Technology Institute +4 months ✨ Mar 2025 – present
Military Service (Contract Data Analyst), Air-Forces - Future Of Egypt Mar 2024 – Mar 2025
Computer Vision, ITI - 144 hours - Projects ✨ Jul 2022 – Sep 2022
Python for Machine Learning & Data Science, CCIC - 72 hours ✨ Aug 2021 – Oct 2021
Ideation Bootcamp - Developed a final project for a potential startup, Creativa-36h ✨ Nov 2022 – Dec 2022

PROJECTS

Superstore Sales & Customer Analytics Dashboard (Tableau) ✨

- Built dynamic dashboards with KPIs, trends, and product/customer insights.
- Used advanced charts: forecast, waterfall, lollipop, donut, map, and more.
- Fully linked and story-driven dashboard experience, with drill-down and cross-filtering capabilities.

Egyptian Mobile Store Sales Analysis ✨

- Built an **end-to-end sales analytics solution** analyzing 160M+ EGP across 12+ branches.
- Developed **15+ DAX measures** including time intelligence (MoM Change %, Previous Month Sales) and product performance metrics (Percent4G, Profit Margin %).
- Uncovered **key business insights**: Identified 34.8% market share for Samsung, Q4 as peak sales season (16.2M EGP), and 6.4% average profit margin.

PowerBI project (Sales Company) ✨

- Prepared data, transformed raw data into a clean, structured format.
- Built dynamic, interactive dashboards, Focused on user experience providing real-time visual representation.
- Provided actionable insights for decision-makers, enabling them to track performance across lots of features.

Egyptian Grocery Market Basket Analysis, (Association Rules) ✨

- Extracted frequent itemsets using the **Apriori algorithm**.
- Generate association rules with key metrics: **support, confidence, lift**, etc.
- Directed Network Graph showing the top 20 strongest rules.

A Smart Upper-Exoskeleton for Patients with Paralysis - [Graduation Project], Team Leader ✨

- Used **YOLOv7** for Object Detection. - Measured distance and object size.
- Applied **Mask RCNN** for Segmentation and getting the object shape for grasping.
- Applied voice recognition using **Whisper OpenAI**.

Diabetes Prediction, Web App Based on ML ✨

- Preprocessed data and trained a **Random Forest model** (85% accuracy).
- Deployed the model using **Flask** for real-time predictions.

Car Prices Prediction ✨

- Cleaned the dataset and Visualized trends to identify pricing patterns.
- Applied Classification, **Regression, Hierarchical Clustering**. and K-Means.

Signature Restoration, Matlab ✨

- Used Image processing techniques and removed gaussian noise, salt and pepper and fixed the colored signatures.

Breast Cancer Detection Using Perceptron and SLP ✨

- Built a Single-Layer Perceptron model for breast cancer classification, achieving 95% accuracy.
- Optimized training performance and visualized weight convergence across epochs.

SKILLS

SQL | **Power BI** | **Excel** | **Tableau** | **DAX** | **Statistics** | **Probability** | **Data Visualization** | **GIT** | **GitHub** | **Data Preprocessing** | **Python** — (Pandas - Numpy - Matplotlib - Seaborn) | **NoSQL-MongoDB** | **Data Modelling** | **Machine Learning Fundamentals** | **Big Data Fundamentals** | **ETL** | **MSBI Stack (SSIS, SSRS, SSAS)**

AWARDS

The Ideal Student 2022-2023 (1st Place) , <i>Mansoura University</i> ↗	Dec 2022
Scientific Gallery - Technology Field - (1st place) , <i>Mansoura University</i> Participated with our Graduation Project in the 7th edition; awarded a shield certificate.	Dec 2022
Ibtikar contest - Robotics Field - (1st place) Out of 33 projects, we were chosen to represent our university in Ebdaa Contest Stage, hosted by Egypt's Ministry of Youth and Sports.	Jan 2023
Egypt IoT & AI Challenge - (TOP 10) ↗ One of the best 10 projects out of 200 GP all over Egypt.	Sep 2023
Made In Egypt Competition (Finalist) , <i>Smart World Track</i> ↗ Qualified for the final stage out of 131 teams from different governorates of Egypt.	Sep 2023

CERTIFICATES

Data Science & Machine Learning ↗ CCIC (Summer Training) – 2021	Computer Vision ↗ ITI (Summer Training) - 2022	Associate Data Analyst in SQL ↗ DataCamp 39h track - 2025
Math for Data Science ↗ Alison Course - 2024	Ideation Camp Training ↗ Creativa – 2023	1St Place – Scientific Gallery ↗ Technology Field - 2022
Data Science Instructor ↗ CIS Team - 2022	ITDS-4 Participation ↗ Mansoura University - 2020	Python Programming Udacity - Mahara Tech - 2019

MENTORING - PROVIDING ONLINE CONTENT

Data Science Roadmap - GitHub ↗ <ul style="list-style-type: none">- Created a Reference ranked within the top 3% of GitHub repositories globally with over 3.7K+ stars on GitHub.- Mentored over 70 learners in Data Science field.- Made online and offline sessions. - Ran Workshops.
Data Science Roadmap Explanation - YouTube , +17K Views ↗
Intro To Data Science - YouTube , +13K Views ↗

INTERPERSONAL SKILLS

- Communication Skills	- Creative Thinking	- Attention to Detail	- Presentation
- Team Working	- Time Management	- Multi-Tasking	- Leadership

STUDENT & VOLUNTEERING ACTIVITIES

CIS Team, *HR Member 2020* - *Media Innovator 2021* - *Data Science Squad Instructor 2022*
Student Union, *Families Committee Member 2020* - *Sports Committee Head 2021* - *Scientific Committee Head 2023*
Students For Egypt, *Sports Committee Member 2020* - *Head Of Sports Committee 2021* - *Vice Leader 2022*
Osbat Elkheir, *HR Committee Member 2016* - *Treasury Committee Head 2018*

LANGUAGES

Arabic Native	English Proficient in Speaking and writing	French Beginner
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