

Yousef Mahmoud Hefnawi

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PROFESSIONAL SUMMARY

Junior **Data Analyst** with over 1 year of hands-on experience in **Python, SQL, and Power BI**. Experienced in **statistical analysis, data visualization, exploratory data analysis (EDA), business intelligence, and database optimization**. Proven ability to design interactive dashboards, automate reporting workflows, and carry out **data mining, ETL processes, and KPI tracking**, converting raw data into actionable business insights. Skilled in **data cleaning, data wrangling, data transformation**, and collaborating with stakeholders to support data-driven decision-making. Actively pursuing professional certifications to further strengthen technical proficiency and business intelligence delivery.

WORK EXPERIENCE

Freelance Data Analyst

October 2025 – Present

- Delivered end-to-end analytics solutions, transforming 50K+ records into actionable business insights.
- Built 15+ Power BI dashboards for real-time KPI tracking and executive decision-making.
- Authored and optimized 100+ SQL queries, improving data processing efficiency by 35%.
- Conducted EDA and statistical analysis using Python (pandas, NumPy, Matplotlib, Seaborn) to uncover trends and performance drivers.
- Automated ETL workflows, reducing manual reporting time by 30% and improving data quality and consistency.
- Collaborated with stakeholders to gather requirements and deliver clear, data-driven recommendations.

LEADERSHIP & AMBASSADOR EXPERIENCE

Google Gemini Student Activation Ambassador (Remote)

October 2025 – November 2025

- Served as an ambassador overseeing student engagement for Google Gemini AI awareness initiatives.
- Organized outreach activities and digital communication campaigns in collaboration with BasharSoft, Wuzzuf, Forasna, and iCareer.
- Promoted AI learning resources and supported students in accessing program offerings.
- Strengthened technical community involvement and AI advocacy at the university level.

PROJECTS

AuraSense – Smart Context-Aware System

[Demo Link](#)

- Developed an intelligent system utilizing object detection and emotion recognition technologies for context-aware automation.
- Implemented machine learning models for real-time data processing and pattern recognition.

Retail Sales Data Analysis 2023

[GitHub](#)

- Conducted comprehensive data analysis to examine retail sales patterns, customer behavior, and business performance trends.
- Applied statistical analysis and data visualization techniques to identify revenue-optimization opportunities.
- Generated actionable insights for strategic decision-making using Python (pandas, NumPy, Matplotlib).

Sales Data Analysis

[GitHub](#)

- Analyzed sales datasets to extract valuable business insights focusing on product performance and regional sales patterns.
- Performed data cleaning, transformation, and exploratory data analysis (EDA) to support data-driven decision-making.
- Created data visualizations using Matplotlib and Seaborn to communicate findings effectively.

Getting a Good Night’s Sleep

- Performed statistical analysis to explore correlations between lifestyle factors and sleep-quality metrics.
- Applied data wrangling and visualization techniques to identify significant patterns in health data.

GitHub

Los Angeles Crime Analysis

- Explored and visualized crime patterns using Python data analysis libraries to surface actionable insights.
- Conducted temporal and geographic analysis to identify crime trends and hotspot locations.

GitHub

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| EDUCATION | | |
| Bachelor’s Degree in Information and Communication Technology New Cairo Technological University | Bachelor’s Degree in Information and Communication Technology | GPA: 3.22/4.0 |
| | | Expected Graduation: 2027 |
| Pearson BTEC International Level 3 Extended Diploma Electrical and Electronics Engineering El Salam Technical Integrated Cluster | Pearson BTEC International Level 3 Extended Diploma | Grade: 95.4% |
| | | 2020 – 2023 |

CERTIFICATIONS

- BCG – Data for Decision Makers Job Simulation — Forage (Nov 2025)
- Python Data Associate — DataCamp (Sep 2025)
- Python Data Fundamentals — DataCamp (Sep 2025)
- Intermediate Python — DataCamp (Aug 2025)
- Machine Learning with Python — Coursera (Aug 2024)
- Python Essentials 1 — Cisco (Jul 2024)
- Delivering Quality Work with Agility — IBM (Jun 2024)
- Computer Network Fundamentals — MaharaTech (Aug 2024)
- Introduction to Cybersecurity — Cisco (Aug 2024)
- C Programming — Basics to Advanced Level — Udemy (May 2024)
- Mastering Object-Oriented Programming using C++ — MaharaTech (Jul 2025)
- GitHub Foundations — DataCamp (Sep 2025)

TECHNICAL SKILLS

Programming & Scripting: Python, SQL

Data Analysis & Statistics: Pandas, NumPy, Scikit-learn; Statistical Analysis; Exploratory Data Analysis (EDA); Data Mining; Data Wrangling; Data Cleaning; Data Transformation

Visualization & BI Tools: Power BI, Matplotlib, Seaborn, Excel (Advanced), Dashboard Development

Databases & Data Engineering: SQL, Database Optimization, Data Extraction, ETL Processes, Data Transformation, Data Cleaning

Business Intelligence & Reporting: KPI Tracking, Business Reporting, Performance Metrics, Data-Driven Decision-Making

Development & Tools: Jupyter Notebook, Google Colab, Git, Version Control

Core Competencies: Problem-Solving, Analytical Thinking, Stakeholder Collaboration, Communication, Time Management, Teamwork, Attention to Detail