Yousef Mahmoud Hefnawi

 GitHub | LinkedIn | Portfolio
✉ 7efnaw.ii@gmail.com | +20 101 790 6167

PROFESSIONAL SUMMARY

Results-driven **Data Analyst** with over 1 year of hands-on experience in **Python, SQL, and Power BI**, transforming raw data into actionable business insights. Proficient in **statistical analysis, data visualization, exploratory data analysis (EDA), business intelligence, and database optimization**. Demonstrated expertise in designing interactive dashboards, automating reporting workflows, and performing **data mining, ETL processes, and KPI tracking** to enhance decision-making and operational efficiency. Strong skills in **data cleaning, data wrangling, data transformation, and stakeholder collaboration**. Currently pursuing a **Bachelor's degree in Information and Communication Technology** (GPA: 3.22/4.0) with proven ability to leverage **data-driven insights** for strategic business growth. Portfolio: https://portfolio-kohl-nine-61.vercel.app/

WORK EXPERIENCE

Freelance Data Analyst   **October 2025 - Present**

- Delivered end-to-end analytics solutions for multiple clients, transforming datasets containing 50K+ records into actionable business insights
- Built 15+ interactive Power BI dashboards and visual reports using data visualization best practices, enabling real-time decision-making and performance tracking across key business metrics
- Wrote and optimized 100+ SQL queries for data extraction, cleaning, and transformation, improving data processing efficiency by 35%
- Performed exploratory data analysis (EDA) and statistical analysis using Python libraries (pandas, NumPy, Matplotlib, Seaborn) to identify trends, patterns, and KPIs for business intelligence reporting
- Automated recurring reporting workflows, reducing manual data processing effort by 30% and improving stakeholder alignment on critical performance metrics
- Conducted data mining and data wrangling operations to prepare datasets for analysis and visualization
- Collaborated with stakeholders to define business requirements and translate complex data findings into clear, actionable recommendations

BCG Data for Decision Makers Job Simulation on Forage   **November 2025**

- Completed comprehensive job simulation focused on advising hypothetical client on multi-channel advertising campaign performance and optimization
- Analyzed customer conversion trends and campaign effectiveness across multiple channels and audience segments using statistical analysis techniques
- Synthesized complex data insights and delivered clear, data-backed recommendations tailored to client marketing objectives and business goals
- Applied business intelligence methodologies to evaluate ROI and campaign performance metrics

PROJECTS

AuraSense - Smart Context-Aware System   Demo Link

- Developed 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 examining 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 [GitHub](#)

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

Los Angeles Crime Analysis [GitHub](#)

- 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

EDUCATION

Bachelor's Degree in Information and Communication Technology **GPA: 3.22/4.0**
New Cairo Technological University **2023 - 2027**

Pearson BTEC International Level 3 Extended Diploma **Grade: 95.4%**
Electrical and Electronics Engineering
El Salam Technical Integrated Cluster **2020 - 2023**

TECHNICAL SKILLS

Programming Languages: Python, SQL, C++, Java

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

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

Database Management: SQL, Database Optimization, Data Extraction, ETL Processes, Data Transformation, Data Cleaning

Business Intelligence: 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