

# ABDIRAHMAN AHMED

## Data Analyst

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## PROFILE

Applied Python-based data analysis techniques to explore, clean, and transform structured datasets for analytical use. Utilized Pandas and NumPy to handle missing values, standardize data formats, and prepare data for exploratory analysis and reporting. Performed exploratory data analysis to identify trends, outliers, and performance patterns using grouped aggregations and statistical summaries. Generated visual outputs to support insight discovery and validated findings through cross-metric comparisons. Translated analytical results into concise, business-relevant insights, focusing on performance drivers, growth opportunities, and data-backed recommendations. Ensured clarity and accuracy in documentation to support stakeholder understanding and decision-making.

## EXPERIENCE

### BMW Sales Analysis — Excel Report

Excel | Data Cleaning | Pivot Tables | Advanced Formulas

- Analyzed BMW sales data to identify trends in revenue, regional performance, and product demand using advanced Excel techniques.
- Cleaned and structured raw datasets using formulas, conditional logic, and data validation to improve accuracy and consistency.
- Built interactive pivot tables and summary dashboards to track KPIs such as total sales, average revenue per model, and year-over-year growth.
- Reduced manual reporting effort by creating reusable templates and automated calculations.

### BMW Sales Analysis — Power BI Report

Power BI | DAX | Data Modeling | Dashboard Design

- Designed an interactive Power BI dashboard to visualize BMW sales performance across time, regions, and vehicle categories.
- Developed a star-schema data model and implemented DAX measures to calculate revenue growth, market share, and performance metrics.
- Enabled data-driven decision-making by transforming static sales data into dynamic, filterable visual insights.
- Improved insight accessibility by presenting executive-level KPIs in a clear, user-friendly layout.

### Netflix Data Analysis — PostgreSQL Report

PostgreSQL | SQL Queries | Data Exploration | Insights

- Conducted exploratory data analysis on Netflix content data using PostgreSQL to uncover trends in genres, release years, and regional distribution.
- Wrote optimized SQL queries involving joins, aggregations, and window functions to extract actionable insights.
- Identified patterns in content production growth and genre popularity to support strategic content planning scenarios.
- Documented findings clearly to translate technical results into business-relevant conclusions.

### Sales Performance Analysis — Python Report

Python | Pandas | NumPy | Data Visualization

- Performed end-to-end sales data analysis using Python to evaluate revenue trends, product performance, and growth patterns.
- Cleaned and transformed raw datasets using Pandas and NumPy to ensure data quality, consistency, and analytical readiness.
- Conducted exploratory data analysis and generated visualizations to identify top-performing products and key revenue drivers.
- Summarized findings into clear, business-focused insights to support data-driven decision-making.

## TECHNICAL SKILLS

- Excel
- SQL (BigQuery)
- Power BI
- Power Point
- Python
- Github

## EXPERTISE

- Dashboard Development
- Data Modeling & Preparation
- Analytical Problem Solving
- Data Visualization & Storytelling
- Analytical Problem Solving
- Surfacing Actionable Insights