Ahmed El-Ashry

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EXPERIENCE

Upwork Remote
Data Scientist *01/2023 - Current*
- Collaborated with clients to understand project requirements and objectives.
- Developed web scraping scripts to collect data from various websites and APIs.
- Conducted data cleaning and preprocessing to ensure data quality and consistency.
- Utilized advanced statistical analysis techniques to extract meaningful insights from the collected data.
- Created visualizations and reports to present findings to clients.
- Successfully completed 1 web scraping, data collection, cleaning, and analysis project with positive client feedback.

Toyota UMC Obour City, Cairo
Data Analyst & Business Developer *11/2020 - Current*
- Assessment of financial statements, financial data trend analysis, and other performance indicators to assess the standing and financial position, in addition to calibrating commensurate operational costs which result in developing the annual budget to be more sensitive to the seasonality and reducing budgeting error by 51%
- Review constantly customer feedback, analyze them, and then suggest ways to improve the processes which increased the satisfaction rate from 81% to 95% in one year.
- Develop dashboards with charts and tables for collecting, monitoring, and analyzing sales data and key performance indicators that decreased lost sales by 6% and decreased dead stock by 10%.
- Develop a new Evaluation System that assesses employee qualifications and work performance and then impacts their salaries and incentives based on this system which increases employee satisfaction by 22%.
- Direct marketing campaigns, optimize them, and assess their impact which increased the conversion rate by 19%, reduced the Customer Acquisition Cost (CAC) by 12% in 2021, and achieved the marketing annual goal of getting ROAS larger than 1.5.
- Use machine learning to predict parts sales and forecast a new budget plan for the year 2023 (under progress projects).

Projects

SIIM-ISIC Melanoma Classification Challenge
- Participated in an image classification competition focused on identifying melanoma in skin lesion images. Developed a robust model using Transfer Learning for VGG16, along with techniques such as data augmentation and class weights to handle imbalanced data. Achieved an impressive AUC of 0.86. This solution aims to assist doctors in accurately diagnosing patients, predicting future health outcomes, and recommending effective treatments.

Global Wheat Detection Challenge
- Participated in an object detection challenge focused on detecting wheat heads from outdoor images of wheat plants, incorporating diverse wheat datasets from around the globe. Developed a robust model using Transfer Learning for YOLOv8, along with techniques such as data augmentation and class weights to handle imbalanced data. Achieved an impressive precision of 0.92 and IoU of 0.65. This solution aims to assist farmers in assessing health and maturity when making management decisions in their fields.

[For more projects, please visit my Portfolio Website: https://ahmedelashry.netlify.app/]

EDUCATION & CERTIFICATIONS

Bachelor of Science in Mechanical Engineering (B.S.M.E.), Zagazig University	**Jun. 2012**
Data Analyst Nanodegree, Udacity	**Jul. 2022**
Machine Learning Specialization, Stanford University	**Aug. 2022**
Deep Learning Specialization, DeepLearning.AI	**Nov. 2022**
DeepLearning.AI TensorFlow Developer, DeepLearning.AI	**Nov. 2022**
Data Analytics for Lean Six Sigma, University of Amsterdam	**Feb. 2023**

Technologies

Programming languages:	Python & SQL
CS Concepts:	OOP, Problem Solving, Data Structures & Algorithms
Libraries/Frameworks:	Pandas, NumPy, Matplotlib, Seaborn, Beautiful Soup, Scikit-Learn, Keras and TensorFlow.
Data Science Skills:	Data Cleaning, Data Analysis, Data Visualization, Web Scraping, Machine Learning, Deep Learning, Tableau, Microsoft Office, Git & GitHub.

LANGUAGES & INTERESTS

Languages: Native Arabic speaker, Proficient English speaker & Beginner Spanish speaker.
Interests: Reading, Chess, Table Tennis, Kong Fu, Calisthenics & Movies.

Awards & Achievements

Best Dealer Kaizen Award of 2019 & 2021: At the Annual Network Seminar run by Toyota Egypt Group, our service center was honored to receive two awards for presenting a portfolio of 6 best practices in the areas of creativity, operational productivity, and safety. These best practices have been disseminated to all network branches for implementation.