Ahmed El-Ashry

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EXPERIENCE

Upwork Remote
Data Scientist *12/2023 - Current*

- Collaborated with clients to understand project requirements and objectives.
- 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.

Toyota UMC Cairo, Egypt
Data Analyst & Business Developer *11/2020 - 12/2023*

- Develop, track, and maintain performance KPIs and provide data analysis supporting the design and re-engineering of key business processes, collaborating with process owners to enhance performance.
- Review constantly customer feedback, analyze them, and system to suggest ways to improve the processes which increased the satisfaction rate from 81% to 95% in one year.
- Led problem-solving efforts for non-conformities through rigorous root cause analysis; contributed to continuous improvement and competence in Toyota Business processes. Implemented corrective and preventive actions, creating quality systems that led to increased customer satisfaction.
- 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%
- 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, and optimize them 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.

Projects

Store Sales - Time Series Forecasting Challenge

- Participated in a time series forecasting competition focused on predicting store sales. Developed a robust model using classic and deep learning models, incorporating feature engineering and hybrid models. Achieved an RMSLE of 0.47905, ranking in the top 20%. Improved inventory management for brick-and-mortar grocery stores, ensuring the right products at the right time.

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

Languages / Libraries:	Python, SQL, 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.