

# Ahmed El-Ashry

ahmed.elashry.ds@gmail.com | Portfolio Website | Obour City, Cairo | (+2) 0100 221 0737

## 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 suggested 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 & incentives based on this system which increases employee satisfaction by 22%.
- Direct marketing campaigns, optimize them & asset 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.

## 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, ranking within the top 60 participants. 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, ranking within the top 80 participants. This solution aims to assist farmers to assess health and maturity when making management decisions in their fields.

## 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

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 & 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.