

Ayman Rezk

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Professional Summary

A passionate Data Analyst and Data Science student with hands-on experience in real-world projects. Adept at transforming data into insights using Python, SQL, R, Excel, and Power BI. Strong communication and storytelling skills with a human-centered, analytical mindset.

Education

Alexandria University, Bachelor's in Data Science Sep 2022 – Jun 2026

- Completed projects in social network analysis, database modeling, and forecasting
- Used tools like Cytoscape, R, Power BI, and Excel in academic and extracurricular tasks

Experience

Freelancer, Khamsat Independent Mar 2024 – Present

- Delivered interactive dashboards and business insights for clients using Power BI and Excel
- Analyzed financial and sales data for small businesses, improving data-driven decision making

Creativa Training Project, Internship Jan 2024 – Feb 2024

- Cleaned, transformed, and visualized data using Excel and Power BI
- Participated in teamwork and final presentation delivery

Projects

Superstore Sales Analysis & Expansion Strategy 2025

- Designed a dynamic Excel dashboard to visualize KPIs, enabling stakeholders to identify market expansion opportunities across products and regions.
- Analyzed profitability drivers by evaluating the impact of deep discounts (up to 80%) and identifying the top/bottom 10 performing products.
- Uncovered actionable insights regarding seasonal sales trends (Q1-Q4 growth) and logistics, recommending optimized warehouse distribution for faster delivery.

Retail Customer Segmentation & Performance Dashboard 2024

- Redesigned an executive sales dashboard using Figma for enhanced UI/UX, tracking Q1 KPIs across 3 branches to monitor revenue (\$15.4k) and customer satisfaction.
- Implemented K-Means Clustering (K=3) to segment customers based on purchasing behavior, revealing that E-wallet users show higher brand loyalty compared to credit card users.
- Formulated targeted strategies, such as "Mobile-first" campaigns for female demographics and specific evening bundles for the Mandalay branch, to maximize retention and sales.

Car Insurance Claims Analysis – Risk Assessment 2023 – 2025

- Conducted an in-depth EDA using Python (Pandas, Seaborn) to evaluate customer demographics and driving history for insurance risk factors.
- Implemented statistical data cleaning techniques, utilizing Z-score and IQR for outlier treatment and mean imputation to ensure data integrity.
- Identified key behavioral patterns, such as the strong correlation between speeding violations and past accidents, providing actionable inputs for risk scoring.

Languages

Arabic: Native **English:** Professional

Skills

- SQL
- GitHub
- Agile Teamwork
- Statistical Analysis
- Feature Engineering
- ERD, Normalization
- Python (NumPy, Pandas, scikit-learn, Seaborn, Matplotlib)
- R
- Data Modeling
- Communication Skills
- Cross-validation
- Classification & Regression
- Excel (Power Query, Power Pivot,)
- Java (GUI)
- Data Store Telling
- Presentation Skills
- Data Preprocessing
- Clustering (K-means)
- Power BI (DAX, dashboards)