Esraa Ahmed Ali
Data / Business Analyst

✉ esraaahmed00.ea@gmail.com 📞 +2 01287050276 in Linkedin 📍 Cairo, Egypt ⌂ GitHub

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🎓 EDUCATION

Master of Business Analytics, University of Science Malaysia 02/2023 – 03/2024
  Powered by the Ministry of Information and Technology (MCIT), Egypt
  Grade: Excellent

BSc. in Commerce- Management Information Systems (MIS) Major Department of 09/2017 – 07/2021
Information Systems and Computers, English section, Alexandria University
Grade: Very Good

💼 PROFESSIONAL EXPERIENCE

Business Data Analyst, *Digital Egypt Builders Initiative- DEBI · Internship* 02/2023 – 03/2024
- Subjects: Machine learning (Python), Business statistics, Data visualization, Analytics edge, Fintech, Accounting analytics, Financial Analysis, Financial Accounting, Business Intelligence (BI), SQL, and Data Analysis.

Junior C# .NET Developer, *FlyFox company* 03/2022 – 02/2023
- Created Tables, Indexes, Stored Procedures, Triggers and Views in Microsoft SQL Server 2008.
- As a developer involved in the design and development of Web Admin and API using ASP.NET and C#.
- Building web applications with ASP.NET MVC, JavaScript, JQuery, HTML, and CSS.

📂 PROJECTS

Bitcoin Price Forecasting: A Comprehensive Time Series Analysis
Integrating Statistical Models and Machine Learning Techniques, *University of Science Malaysia* 011/2023 – 01/2024
- Skilled in cleaning and preprocessing large datasets, ensuring data accuracy and removing outliers to enhance the robustness of predictive models.
- Proficient in analyzing cryptocurrency price data using time series analysis techniques to identify trends, seasonality, and anomalies
- Experienced in applying machine learning algorithms suitable for time series analysis, including regression models (e.g., linear regression), time series models (e.g., FBProphet, ARIMA, SARIMA, and GARCH), and deep learning models (e.g., LSTM and XGBoost).
- Train multiple models on the training dataset, optimizing hyperparameters and assessing their performance using the validation set. Experiment with different feature combinations and transformations.
- Evaluate the models using appropriate metrics such as Mean Absolute Error (MAE), Mean Squared Error (MSE), and Root Mean Squared Error (RMSE) on the testing set. Compare the models' performance to select the most accurate one.

Web applications (Admin panel, API and website), *FlyFox company* 03/2022 – 02/2023
- Water Filter Sales Management System (WaterPure)
- E-commerce Web Application (Silal) is an e-commerce (Groceries)
- Website for Contracting and Tenders (BidBook)
- E-commerce Web Application (Shall) is an e-commerce (Rental and purchase of heavy equipment)
- E-commerce Web Application (UAEJJ) is an e-commerce (Sport Clothes Products)

My Responsibility:
- As a developer involved in the design and development of Web Admin and API using ASP.NET and C#.
- All the user interface layers, web pages are created and integrated to maintain the performance of data flow and data integrity using ASP.NET User Controls, Web Server Controls, ADO.NET (Database First & Code First), and Repository.
- Created Tables, Indexes, Stored Procedures, Triggers and Views in Microsoft SQL Server 2008.
- Applied OOP's concepts, C#, ADO.NET, namespaces in designing and developing the application.
- Building web applications with ASP.NET MVC, JavaScript, jQuery, HTML, and CSS.

🧠 SKILLS

- Programming Languages: Python, C#.
- Analytical Tools: Excel power query, power pivot, Google Analytics
- Visualization Tools: Power bi, Tableau.
- Databases: MS SQL, MySQL & Database technologies: ADO.NET, LINQ, Entity Framework.
- Analytical Skills: Defining Objectives and Requirements, Measuring Effectiveness, Managing raw data, Develop reports.
- Others: Written and Verbal Communication, Presentation Skills, Project Management Skills
- Web Technologies: ASP.NET MVC, HTML, CSS, Java Script, jQuery, Ajax, Bootstrap.
- Languages: Arabic, English, German

📖 CERTIFICATES

- Google Data Analytics Specialization 🔗   • Google Advanced Data Analytics Professional 🔗
- Predictive Analytics Modeler Certificate 🔗   • IBM Business Intelligence Analyst Certificate 🔗
- Google Business Intelligence Specialization 🔗