Esraa Samir Ismail Ahmed

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EXECUTIVE SUMMARY

Aspiring Data Analyst with a strong foundation in SQL, Python, and data visualization tools like Power BI and Tableau. I am skilled in data cleaning, preprocessing, and analysis, with hands-on experience in Excel, ETL concepts, and Data Warehousing (DWH). Passionate about turning raw data into valuable insights that support business decisions and eager to apply analytical skills in real-world projects, with additional knowledge in Machine Learning, PL/SQL, MongoDB, and Web Scraping.

PROFESSIONAL SKILLS AND INTERESTS

Technical Skills:

- SQL
- Power BI
- Tableau
- Oracle
- Data Warehousing
- ETL
- Feature Engineering
- Machine Learning

- Data Cleaning
- Data Modeling
- Data visualization
- Data Structure
- Algorithm
- Statistics
- Web Scarping

Soft Skills:

- Presentation Skills
- Communication
- Teamwork
- Team Leadership
- Problem solving
- Time management

EXPERIENCE

Intern2Grow :
Data Analysis Intern
(Remote – Virtual Internship)

- Worked on two Power BI projects demonstrating data analysis and visualization skills.
- **Sales Analysis**: Built dashboards to identify sales trends, evaluate performance, and provide insights for decision-making.
- **Social Media Analysis**: Created dashboards to analyze engagement, reach, and audience interaction, highlighting digital impact.

EDUCATION

Computers and Artificial Intelligence (Helwan University)   **Oct/2022– present**

- GPA: 3.65 /4

- Department: Information System

RELEVANT PROJECTS

E-learning Platform Analysis: Analyzed an online learning ecosystem to uncover insights about students, courses, and instructors. Built a structured database with SQL (triggers, stored procedures, views), performed data cleaning and exploration analysis, and applied Python for statistical insights. Designed interactive Power BI dashboards to visualize enrollment trends, course performance, and feedback, delivering actionable recommendations to improve engagement, revenue, and course quality.
GitHub Repo: https://github.com/EsraaSamir12/E-Learning-Platform-Analysis

Business Intelligence Sales Analysis: Built a complete BI solution in Excel using Power Pivot, Data Model, and advanced formulas. Restructured raw data with a Date Dimension and normalized product hierarchy, created calculated fields (sales, currency conversion, customer age, delivery KPIs), and designed interactive dashboards (Orders, Categories, Stores, Customers, Products). Delivered insights on sales trends, customer behavior, and store performance through clear visualization and storytelling.
GitHub Repo: https://github.com/EsraaSamir12/DEPI/blob/main/Excel/Orders.zip

Salary Prediction: Developed a Machine Learning model to predict salaries based on features like job title, experience, age, and education. Cleaned and preprocessed the dataset by handling duplicates, missing values (median/mode imputation), outliers (IQR), inconsistent values, and rare categories (frequency binning). Conducted exploratory data analysis with visualizations (histograms, box plots, scatter plots). Tested multiple models (Linear Regression, Random Forest), with Random Forest achieving the best performance.
GitHub Repo: https://github.com/EsraaSamir12/Salary-Prediction

COURSES

Digital Egypt Pioneers Initiative   **Jun/2025 – Present**
I am currently enrolled in a practical, hands-on course focused on data analysis using Python, statistical techniques, and business intelligence tools. Gaining skills in Python with essential libraries, applying statistical analysis to uncover insights, and practicing SQL for data extraction and analysis. I work with Microsoft Excel for data cleaning and pivot reporting. Designing dashboards with Power BI and Tableau to communicate business insights. Exploring Engineering Prompting to enhance analytical thinking with AI tools. Developing soft skills such as teamwork, communication, and time management. Attending freelancing workshops to learn how to build an online career.

Information Technology Institute   **Nov/2024S – Sep/2025**
Completed a comprehensive BI Development training program that integrated technical and analytical skills using various tools and platforms. Gained strong proficiency in SQL and advanced SQL for complex data querying. Applied Data Warehousing (DWH) concepts and implemented ETL processes using SSIS. Used statistical techniques to support data driven decisions. Leveraged Microsoft Excel for advanced cleaning and reporting. Designed dashboards using Power BI and Tableau and built SSRS reports for operational and analytical needs. Worked with SSAS to develop multidimensional and tabular models. Participated in projects simulating real-world business pipelines.

MEC Academy   **Aug/2024 –Jul/2025**
Completed hands-on training in data analysis using Python, statistics, and BI tools. I acquired solid skills in Python for data manipulation, applied statistical methods to interpret data trends, and used SQL to query relational databases.

Utilized Excel for data cleaning and reporting and created dashboards in Power BI. Completed end-to-end projects involving data collection, analysis, visualization, and reporting.

LANGUAGE

- Arabic – Native
- English – B2

ACHIEVEMENTS

- Ranked **Top 1 Project out of 20** in MEC Academy's Graduation Projects for *E-learning Platform Analysis*, recognized for outstanding data modeling, analysis, and dashboard storytelling.