Essam Suliman
Data Analyst

(+60) 11 3186 3418
Kuala Lumpur
essamsuliman02@gmail.com

Portfolio
GitHub Profile
LinkedIn Profile

Technical Skills

Languages	SQL, Python
Tech Stack	Github, Vscode, Tableau, Power BI, , Excel, Jupyter

Education

Bachelor of Advertising in Digital Marketing Communication, *Greenwich University* — Present
Diploma in Business Administration, *Segi College Kuala Lumpur* — Dec 2024

Certification

Advanced Google Data Analytics Professional Certificate, *Coursera* — Dec 2025

Google Data Analytics Professional Certificate, *Coursera* — June 2024

Projects

Marketing Linear Regression Model — **May 2025**
- Built a regression model explaining 90.4% of sales attributable to Radio and TV marketing campaigns, demonstrating strong predictive power for marketing spend allocation.
- Validated model assumptions using residual diagnostics and VIF scores, ensuring statistical reliability and multicollinearity assessment for robust inference.

Cyclistic Bike-Share Case Study — **Aug 2025**
- Cleaned and processed 426k+ records using Python, implementing data validation and transformation techniques to prepare high-quality datasets for analysis.
- Identified key behavioral differences between annual members and casual riders through exploratory data analysis, uncovering actionable insights to inform marketing strategy and user acquisition.

Experience

Data Analyst Intern — **Dec 2024 - Mar 2025**
Dr Avi Global — *Sydney/Remote*

- Analyzed marketing and AI datasets to identify trends and patterns, leveraging SQL and Python to extract and process large datasets for strategic insights.
- Developed interactive dashboards and visualizations in Excel and Python to communicate key findings to stakeholders, supporting data-driven decision-making for business strategy.
- Conducted exploratory data analysis (EDA) on multiple datasets to uncover correlations and anomalies, providing actionable recommendations to improve marketing campaigns and business performance.

Extracurricular

Student Representative Council (SRC) — **Jan 2024 - Present**
Greenwich University — *Kuala Lumpur*

- Orchestrated large-scale student orientations and events including Halloween, Christmas, and Ramadan celebrations.
- Managed event logistics for diverse student groups, ensuring high engagement and successful execution.
- Facilitated networking opportunities for new students to improve social integration and campus life.