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Kuala Lumpur
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Essam Suliman
Data Analyst

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.