

Fady Emad Morcos



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Work Experience

- Senior Business Analyst at LyRise

(Jul.2024 - Present)

- Cross-Functional Collaboration: Led communication across teams to align on data-driven improvement strategies, delivering impactful presentations.
- Reporting & Metrics: Developed comprehensive analytical reports and visualizations to highlight key performance metrics and process interconnectivity.
- Data Analysis & Insights: Conducted thorough data gathering with stakeholders, identifying gaps and delivering actionable insights aligned with organizational goals.
- Process Mapping & Documentation: Mapped internal processes with consultants, creating accessible visual documentation for clarity and optimization.
- Technology Recommendations: Evaluated technology solutions, recommending tools that boosted productivity by over 50% and reduced resource consumption by 80%.
- Stakeholder Engagement: Collaborated with stakeholders to translate requirements into detailed analytics and reporting specifications for actionable insights.

- Data Scientist at DataInfo

(Aug.2021 – Jul.2024)

- Developed, trained, and deployed predictive AI models utilizing machine learning techniques that achieved accuracy over 90%, effectively reducing turnover by 15% and delivering significant business value across multiple customer environments.
- Leveraged Power BI and Tableau to introduce advanced data visualization methods, developing over 300 interactive dashboards that enhanced executive decision-making by 20% through clear and accessible data presentation.
- Orchestrated cross-functional teamwork between data science, marketing, sales, finance, and product development, culminating in the successful launch of three data-driven products.
- Manage large datasets originating from ERP systems, ensuring data integrity and quality while utilizing advanced data analytics techniques for comprehensive analysis.
- Leverage extensive experience in the distribution sector to create customized analytics solutions addressing industry-specific challenges and opportunities.
- Communicate complex technical concepts clearly to non-technical stakeholders, providing visualizations that support informed business decisions.

- Financial Data Analyst at FOLK

(Jan.2020 - Aug.2021)

- Apply deep finance analytics expertise to create solutions, enhancing financial decision-making for distribution companies through insightful reporting.
- Developed and executed financial models, budgets, strategic plans, and forecasts using various methodologies.
- Conducted in-depth research on industry trends to deliver valuable insights for informed decision-making.
- Analyzed financial data to discern trends, provide strategic insights, and enhance financial performance.
- Designed and implemented financial dashboards to monitor key performance indicators effectively.
- Resolved specific financial issues by proposing and implementing innovative solutions.
- Prepared detailed reports and budget analyses to support investment initiatives.

- Business Development Analyst at FOLK

(May.2019 - Jan.2020)

- Developed and maintained comprehensive documentation, including Business Process Modeling, Business Model Canvas, SWOT analyses, and SRS.
- Conducted feasibility studies and impact assessments for strategic decision-making, integrating various documentation types.
- Collaborated with stakeholders to define project scope and objectives, leveraging BMC and Use Cases for clarity and success.
- Assisted in the development and execution of strategic sales plans, enhancing client engagement and retention.
- Conducted market research to identify emerging trends and potential clients, resulting in new contracts.
- Analyzed data and processes for operational enhancements, utilizing BPM, ERD, and Use Cases.

Education

Bachelor of Commerce and Business Administration, Helwan University (Zamalek Campus), Cairo, Egypt

- Major: Financial Markets and Institution (FMI), Financial Management
- Honors: Academic Excellence Award (Top10%), Graduation Project Excellence with Honor

Internships

- ALX - AICE program 2024
 - McKinsey Forward Program - McKinsey & Company 2024
 - Data Analytics (GRIP) - The Sparks Foundation 2024
 - Remote Data Science - CodSoft 2023
 - Remote Data Analyst - MeriSkill 2023
- Financial Analyst Trainee - kernel Capital 2022
 - Trader & Technical Analyst trainee - Pioneers Securities 2021
 - Summer Training Program - CIB 2021
 - Summer Training Program - Bank Masr 2020
 - Summer Training Camp - ITI 2019

Extra-curricular Activities

- **President K-Vector 2022**
 - Established successful partnerships with Public Figures and companies for multiple organizational events.
 - Conducted performance appraisals and utilized a KPI system to effectively manage team performance.
 - Implemented an internal communication system to enhance information flow within the organization.
 - Supervised the education and training of over 1000 students across various disciplines.
 - Managed a diverse team of over 340 individuals with distinct backgrounds.
- **Project Manager - Enactus BIS 2021**
 - Oversaw the initiation of more than 20 projects, managing the full project lifecycle from requirements gathering to prototyping.
 - Implemented performance evaluations and managed 3 teams through the utilization of a structured KPI system.
 - Secured 2nd place in the Enactus Egypt competition.
- **CFA Ambassador 2019-2021**
 - Participated in the esteemed CFA research competition, showcasing dedication to professional growth and development.
 - Competed in Financial Investment Valuation Analysis (FIVA) competitions, advancing to external rounds.
 - Developed comprehensive session materials and handouts to optimize learning experiences.

Certificates

- University of Virginia Entrepreneurship: Growing Your Business Specialization - Coursera 2023
- IBM Data Analytics with Excel and R Professional Certificate - Coursera 2023
- University of Pennsylvania Business Analytics Specialization - Coursera 2023
- IBM Data Analyst with Python Professional Certificate - Coursera 2023
- Google Project Management: Professional Certificate - Coursera 2023
- IBM Data Science Professional Certificate - Coursera 2023
- Business Intelligence & Data Analyst (BIDA)™ - CFI 2023
- Google Data Analytics Professional Certificate - Coursera 2022
- Financial Modeling & Valuation Analyst (FMVA)® - CFI 2022
- Data Analysis & Data Science track - 365 Data Science 2022
- Diploma of Stock Exchange Analyst (DSEA) - Advisor 2021
- Investment Foundation Certificate - CFA Institute 2020

Skills

- Skilled in data analysis, modeling, visualization, and ELT processes.
- Experienced with CRM, ERP systems like SAP or Oracle, and SDLC.
- Proficient in independent and teamwork environments.
- Committed to continuous learning and improvement.
- Excellent communication and interpersonal abilities.
- Knowledgeable in statistics and mathematics.
- Strong analytical and problem-solving skills.

Other Skills	
Software	MS Word, PP, Excel, Power BI, Tableau, MySQL, MSSQL, ERP, Trello, CRM, Metadata, Jira, ClickUp, Databricks, Azure
Programing Language	SQL, Python, R, DAX, OOP, VBA, Apache Spark
Python Libraries	Pandas, Sklearn, Seaborn, Matplotlib, TensorFlow, NumPy, Imblearn