Fawzy Almatary | Data Analyst

(+1) 289-673-5778 | ON, Canada | fawzy.almatary@gmail.com | LinkedIn | GitHub | Portfolio

Experience

Data Analyst (Full-Time, Remote)   October 2023 – Present

Bright Horizons Media (specializing in affiliate marketing and digital campaign optimization for customer growth)

- Successfully created several dashboards using Power BI for daily and weekly reporting by utilizing M Query for data extraction and DAX for advanced data modeling. This notably enhanced decision-making and operational efficiency.
- Developed and deployed Python scripts for automating routine data analyses, significantly improving the speed and accuracy of reporting processes, and directly sending results to various team members.
- Conducted in-depth analysis for datasets to identify trends, patterns, and insights in affiliate marketing campaigns, helping to drive strategic decisions and optimize digital marketing efforts.

Data Analyst (Part-Time, Remote)   November 2022 – October 2023

Fiedk (specializing in delivering daily orders to customers' homes)

- Gathered data from various sources, such as customer orders, delivery records, user feedback, and operational databases, while ensuring that the collected data is accurate, complete, and properly formatted.
- Generated regular reports and created intuitive dashboards that effectively communicate key performance indicators (KPIs) to relevant stakeholders.
- Collaborated with cross-functional teams to design and analyze A/B tests and experiments, effectively evaluating the impact of various strategies and initiatives.

Skills

Programming Languages: Python | SQL | SAS

Technical Expertise: Statistical Analysis | Machine Learning | Deep Learning

Additional Skills: Data Analysis | Power BI | MS Excel

Certifications

Data Analyst Track, *Intensive Training Program, Information Technology Institute (ITI)*	September 2023
Professional Data Scientist, *DataCamp*	July 2023
Professional Data Analyst, *DataCamp*	September 2022
Statistics with Python Specialization, *University of Michigan*	September 2022
IELTS General Training: Band 8 - Advanced (C1 level), *IELTS Official*	September 2021

Projects

2021 BRFSS Analysis Project:

Conducted data analysis on the 2021 BRFSS dataset, a comprehensive survey on risk behaviors and health practices among adult U.S. residents, aiming to uncover valuable insights into health trends and relationships. Statistical analysis and hypothesis testing techniques were employed, then a machine learning model was developed to evaluate factors contributing to diabetes and predict diabetes diagnosis.

Recipe Site Traffic for Tasty Bites Project:

Developed machine learning models to predict recipe popularity and website traffic on a recipe site, in which I achieved a precision of 0.86 with a fine-tuned Logistic Regression model, representing a 43% improvement compared to the business baseline precision of 0.6.

Education

PharmD (Doctor of Pharmacy degree), *Mansoura University*   Graduation: 2018

Project: *"Different strategies for HCV treatment: A Systematic Review"*

- Conducted a comprehensive systematic review on various approaches to treating Hepatitis C Virus (HCV), analyzing over 10 scientific articles from reputable journals.
- Utilized Microsoft Excel to perform a thorough statistical analysis of the data, encompassing descriptive statistics to summarize significant findings, as well as inferential statistics like hypothesis testing to assess treatment efficacy.