# HESHAM LOTFY
## Dashboard Developer | Data Analyst

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## Professional Summary

Analytical **Dashboard Developer** with a focus on **Digital Transformation** and data-driven decision-making. Expert in designing interactive **Power BI** visualizations and optimizing **data models** using **dimensional modeling** techniques. Proven ability to support the **end-to-end data project lifecycle**, from **requirements gathering** to deployment. Skilled in using **Python** and **SQL** to uncover trends and patterns that drive strategic and **Product Decisions**.

## PROFESSIONAL EXPERIENCE

### Freelance Dashboard Developer & Data Analyst | Self-Employed *Jan 2025 – Present*

- **Dashboard Development:** Design and maintain 10+ interactive Power BI dashboards, translating complex datasets into visual insights to support strategic and Product Decisions.
- **Data Modeling:** Developed and optimized dimensional data models (Star Schemas) to improve report performance, scalability, and accessibility.
- **Predictive Analytics:** Utilized Python and statistical analysis for forecasting and identifying patterns in client sales data, aiding in proactive business planning.
- **Digital Transformation:** Collaborated with stakeholders to automate legacy manual processes, improving efficiency by 40% through custom-built BI solutions.

### Data Analyst – Handover Department | Redcon Construction *2023 – 2024*

- **Project Management:** Supported the end-to-end data project lifecycle for handover tracking, ensuring seamless testing, deployment, and ongoing improvements.
- **Requirements Gathering:** Conducted deep-dive sessions with engineers and project managers to gather business requirements for KPI tracking.
- **Advanced Analytics:** Analyzed large construction datasets to identify bottlenecks, applying analytical thinking to propose data-driven solutions for efficiency gaps.
- **SQL & ETL:** Leveraged SQL to query and manipulate handover records, ensuring high data accuracy and compliance with contractual standards.

### Document Control Specialist | Redcon Construction *2022 – 2023*

- Maintained rigorous attention to detail in managing large-scale documentation, ensuring data integrity across EDMS platforms (Aconex, SharePoint).
- Executed periodic data audits and quality checks, maintaining 100% data integrity across high-stakes project documentation.

## EDUCATION & CERTIFICATIONS

- **Google Data Analytics Professional Certificate | Digital Egypt Pioneers Initiative (DEPI) | 2025**
- **Bachelor's Degree | Benha University | 2025**

## TECHNICAL SKILLS

- **Business Intelligence: Power BI (DAX, Dimensional Modeling), Tableau, Excel (Power Pivot, VBA).**
- **Data Science & Tools: Python (Analytics & Automation), SQL, Statistical Analysis, Forecasting.**
- **Process & Strategy: Digital Transformation, Requirements Gathering, ETL Processes, KPI Design.**
- **Core Competencies: Analytical Thinking, Problem-Solving, Stakeholder Communication.**