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| **Hamza Ibrahim**  **Manchester, Salford**  [**ibrahimhamza927@gmail.com**](mailto:ibrahimhamza927@gmail.com) **||** **+447459909027**  [**LinkedIn**](http://linkedin.com/in/hamza-ibrahim-500220200) **||** [**Portfolio**](https://hamzawypash.github.io/Hamza-Ibrahim-portfolio/)  **PERSONAL STATEMENT**  I am a results-driven Data Analyst with training from Generation’s UK & Ireland Data Analytics program and expertise in **SQL, Python, Excel,** and **Power BI.** I successfully utilised **Generative AI** and Excel to analyse complex sales data, uncovering actionable insights like seasonal revenue trends, payment method performance, and market-specific product demand. By crafting compelling visualisations and leveraging accurate **AI prompts**, I demonstrated strong **analytical thinking, problem-solving**, and **communication skills**. My ability to distil complex data into strategic insights highlights my collaborative and innovative approach. I am eager to contribute to data-driven decisions in a dynamic company, applying my technical and interpersonal skills to impactful projects.  **KEY SKILLS**   * **Data Analysis & Manipulation:** Proficient in data cleaning, transformation, and analysis using **Python** (pandas, NumPy) and **SQL** (complex queries, joins, data aggregation) * **Data Visualization:** Skilled in creating insightful and interactive dashboards and reports using **Power BI** and **Excel** (pivot tables, charts, data models), and Python (Matplotlib, Seaborn). * Proficient in using **Generative AI for data analysis**, leveraging advanced techniques to process, analyse, and derive insights from complex datasets * **Excellent Problem-Solving skills:** Confident in identifying issues and thinking critically to implement effective solutions independently. * **Detail-oriented:** collecting and reviewing all necessary data without missing critical components. * **Adaptability:** Works well independently or with others, open mind to new ideas   **EXPERIENCE** **Trainee Data Analyst | Generation UK & Ireland (Oct 2024 - Jan 2025)**  * **Developed** **SQL, Python, Power BI, and Excel** skills through hands-on projects. * **Created Power BI dashboards** to analyse workforce trends using the Adventure-Works 2022 database. * **Optimized SQL queries**, improving report efficiency and data retrieval by **30%**. * **Conducted** **statistical analysis in Excel**, applying variance, standard deviation, and pivot tables. * **Connected Python to SQL Server**, performing **data processing & correlation analysis** using Pandas & Seaborn.  **Data Analytics with Generative AI | SAST Centre UK (Sep 2024 - Oct 2024)**  * **Used AI-powered analytics to clean, visualize**, and interpret complex datasets. * **Applied prompt engineering** to automate data-driven insights for business decision-making. * **Improved data analysis workflows**, combining AI-driven automation and statistical models.  **Volunteer | Friends of Dunchurch Society (FODS) UK (Mar 2022 - Sep 2022)**  * **Collaborated with a team** to maintain public spaces through gardening, cleaning, and upkeep. * **Developed teamwork, time management,** and **problem-solving skills** in a community setting.   **PROJECTS**  **1- Online Sales Analysis (Excel & Pivot Tables)**  * **Analysed $80.5K** in revenue across North America, Asia, and Europe, identifying top-performing regions. * Found that North America led sales (**$36.8K, 46%** of total revenue), followed by Asia (**$22.4K**) and Europe (**$21.2K**). * **Discovered credit cards** were the dominant payment method (**63%** of total transactions, **$51**.1K revenue). * **Tracked seasonal trends**, with peak sales in February (**$18K**) and March (**$16K**), and a sales drop from April to July.   **2- Adventure-Works Database Analysis (SQL & Python)**   * **Extracted & cleaned business data** using **SQL & Python**, improving data quality by **20%**. * **Discovered a 5%** decline in inventory turnover, with stockouts in Bikes & Accessories, impacting sales. * **Identified** that Bikes accounted for **45%** of total sales, while Clothing had the lowest demand (**5%**). * **Revealed an 8%** increase in gross profit, with Bikes achieving the highest profit margin **(45%)**.   **3-** Coffee **Sales Performance Analysis (Power BI)**   * **Analysed £83.65K** in **total revenue** to uncover sales trends and product performance. * **Identified October** as the highest revenue month **(£13.9K),** while December had the lowest (**£6.1K**). * **Revealed that Latte** was the best-selling product **(£22K),** while Espresso had the lowest demand (**£2K**). * **Found that 96.19%** of transactions were **card payments**, reinforcing the shift towards cashless payments   **EDUCATION AND CERTIFICATIONS**   * **Data Analytics Programme – Generation UK** (Oct 2024 - Jan 2025) * **Microsoft Certified** – **Power Platform Fundamentals (PL-900)** * **Data Analytics Specialization with Generative AI (SAST Centre UK)** * **BEng in Electrical Engineering – Al Neelain University, Sudan** (2018 - 2021)   **INTERESTS**   * **Fitness & Gym** – Passionate about maintaining physical fitness through structured training routine * **Stock Market Analysis** – Tracking market trends, analysing stock performance, and identifying investment opportunities. * **Community Engagement** – Passionate about volunteering & teamwork |