**Hamza Ibrahim**

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**Professional Summary**

**Data analyst practiced in leveraging SQL, Excel, Python, and Power BI to derive actionable insights. Optimized 20+ SQL queries, reducing data retrieval time by 30%. Automated workflows with AI-based scripts, cutting manual processing time by 40%. Enhanced data reliability by 25% through statistical methods in Excel. Designed 3 interactive Power BI dashboards, facilitating real-time KPI tracking. Analyzed £83.65K+ revenue, informing key pricing strategies. Portfolio insights viewed by 50+ peers and mentors, earning commendation for clarity and data depth.**

**Skills**

* Data Analysis: Data Cleaning, Data Transformation, ETL Processes, Data Mining, Data Extraction, Data Modeling
* Data Visualization: **Power BI**, **Excel** (pivot table)
* Databases: SQL Server, Data Warehousing, Database Management
* Generative AI: Prompt Engineering, AI-Driven Visualizations, Automated Reporting
* Programming & Scripting: **Python** (Pandas, NumPy, Seaborn, Matplotlib), **SQL** (Joins, Aggregation, Subqueries)
* **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

**Work Experience**

**Trainee Data Analyst** - **Generation UK & Ireland** – (Oct 2024 – Jan 2025)

* Designed and delivered 3 interactive Power BI dashboards, improving data storytelling and enabling stakeholders to track KPIs in real time using the Adventure-Works 2022 dataset.
* Automated the generation of 10+ standardized reports using optimized SQL queries, freeing up 20 hours per month for the team to focus on higher-value analytical tasks.
* Improved data integrity for monthly reporting by implementing statistical methods on Excel datasets, reducing errors by 15% and decreasing time spent on manual error checks.
* Developed and implemented a Python-based solution for automated data analysis, resulting in a 40% reduction in manual processing time and faster identification of key business trends.

**Data Analyst (Generative AI Focus)** - **SAST Centre UK** – (Sep 2024 – Oct 2024)

* Administrated end-to-end data cleaning and transformation processes using AI prompt engineering, decreasing analysis preparation time by 35%.
* Built AI-driven visualizations for internal stakeholders, increasing reporting clarity and decision-making speed by 20%.
* Engineered AI-driven Python scripts for predictive modeling of customer churn, diminishing manual workflow redundancies and escalating operational efficiency across marketing campaigns.
* Conducted deep-dive analysis on 4 large-scale business datasets, generating actionable insights that influenced digital strategy.

**Community Volunteer** - **Friends of Dunchurch Society (FODS), UK** – (Mar 2022 – Sep 2022)

* Coordinated to the successful maintenance of 5+ public green spaces, improving community engagement and cleanliness.
* Coordinated with a team of 10 volunteers, achieving a 100% task completion rate for scheduled activities including cleaning and landscaping.
* Resolved 20+ daily logistical incidents at FODS with minimal guidance, including equipment malfunctions and scheduling conflicts, ensuring seamless operations of community green spaces.
* Spearheaded logistical coordination for community events, ensuring 100% on-time delivery of resources and volunteer attendance, which led to enhanced community engagement and satisfaction rates.

**Freelance/Independent Data Projects (Portfolio Work) - Remote – UK**

* Conducted sales analysis on **£83.65K+** revenue using Power BI; identified monthly trends and isolated **3 top-performing products**, guiding pricing decisions.
* Analyzed online sales worth **$80.5K** across 3 regions (NA, Asia, Europe); revealed that **credit cards generated 63%** of total revenue and North America led by 46%.
* Operated SQL and Python to clean and analyze data from Adventure-Works database; identified **8% profit margin growth** and a **5% drop in inventory turnover**.
* Designed and disseminated weekly reports to 50+ stakeholders, presenting insights into Adventure-Works database anomalies, which resulted in a 15% reduction in data-related errors.

**Certifications**

* **Data Analytics Program – Generation UK & Ireland**
* **Microsoft Certified: Power Platform Fundamentals (PL-900)**
* **Data Analytics with Generative AI – SAST Centre UK**

**Education**

* **BEng in Electrical Engineering – Al Neelain University, Sudan (May 2021)**

**Languages**

* English – Fluent, Arabic – Native