

Kermina Rafik Abd EL-Sayed

Data Analyst | Business Analyst

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Education

Master's degree, Business Analytics

Universiti Sains Malaysia, Penang, Malaysia

2023 - 2024

- GPA: 3.75/4.0 | Excellent.

Bachelor's degree, Business Information System (BIS)

Helwan University, Cairo, Egypt

2017 - 2021

- GPA: 3.9/4.0 | Excellent with honors.

Skills

Technical Skills: SQL - Microsoft SQL, PostgreSQL | Python - Pandas, Numpy, Matplotlib | Microsoft Excel | Power BI | Microsoft PowerPoint | Data Analysis | Data Cleaning | Data Visualization | Descriptive Statistics | KPI Analysis.

Soft Skills: Problem Solving | Communication skills | Data-Driven Decision Making | Insights Generation | Report Writing | Presentation Skills | Attention to Detail.

Experience

Digital Egypt Builders Initiative (DEBI) Internship in Business Analytics.

2023 – 2024

- Analyzed several datasets to develop practical data solutions using power bi, Excel, and Python.
- Created interactive dashboards to present insights, enhancing data accessibility for stakeholders.
- Collaborated with a team of 5, effectively communicating findings and receiving feedback from academic stakeholders.
- Enhanced technical and communication skills through IBM-certified training and Dale Carnegie workshops.

Banque Misr Summer Internship

2020

- Participated in an online training program covering foundational banking and gaining insights into the finance industry.

Innovegypt Program Summer internship

2020

- Completed a 30-hour training program focusing on innovation and project development.

Projects

Utilization of Machine Learning for Predicting House Prices in the Real Estate Industry | Masters' Degree Project.

- Built and evaluated multiple machine learning models in **Python**, including linear, non-linear, and ensemble methods, for predicting house prices using the Ames, Iowa dataset with over **40 thousand** records.
- Conducted data preprocessing, feature engineering, and hyperparameter tuning to enhance model accuracy.
- Identified **XGBoost** as the best-performing model with **R² of 0.914**, **MAE of 0.085**, and **RMSE of 0.121**, outperforming other models.

Cyclistic Capstone Project - Google Certificate | Capstone Project.

- Analyzed over **4 million** ride records using **Microsoft SQL** for comprehensive data cleaning and exploration of user behavior patterns in a year-long dataset.
- Created a dynamic **Power BI** dashboard with key insights on ride frequency, ride types, and user segments, supporting data-driven decision-making.
- Developed targeted marketing recommendations to convert casual riders to annual subscribers, utilizing customer behavior analysis and proposing cost-effective promotional strategies.

Atlas Lab HR Attrition Analysis | Personnel Project.

- Conducted a detailed analysis of employee attrition using **Excel** Power Pivot, examining factors such as tenure, job roles, and satisfaction levels.
- Built an interactive dashboard highlighting key attrition drivers, enabling HR to identify critical areas for intervention.
- Provided actionable insights for improving employee retention strategies and reducing potential turnover costs by focusing on key factors impacting employee satisfaction.

Superstore Profitability Analysis | Personnel Project

- Utilized **PostgreSQL** to analyze sales data, identify profit trends, and uncover loss-driving subcategories, with a focus on customer behavior and sales performance.
- Investigated product-level profitability, revealing specific loss-contributing items, and proposed actionable strategies to mitigate losses.
- Developed a **Power BI** dashboard to visualize key performance metrics, providing stakeholders with insights into profitability, customer preferences, and sales performance for informed decision-making.

Calfit Website Application | Bachelors' Degree Project

- Collaboratively designed and programmed a team-based web application called CALFIT, focused on providing customized workout programs and nutrition plans to users.

Certificates

- Excel Skills for Business Specialization | Macquarie University.
- Business Intelligence Analyst using Cognos | IBM.
- Predictive Analytics Modeler | IBM.
- Google Data Analytics Professional Certificate.
- Data Analyst Associate Certificate | Data Camp.
- Associate Data Analyst in SQL | Data Camp.
- Prepare, Clean, Transform, and Load Data using Power BI | Coursera.
- Application of Power BI in Finance and Accounting Analytics | Universiti Sains Malaysia.
- Database Fundamentals | ITI.

Language

- **Arabic:** Native
- **English:** Excellent.