

Mahmoud Ali

**Market Research & Brand Development |
Business Analyst & Data Scientist**

Cairo, Egypt 

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EXECUTIVE SUMMARY

Results-driven Business Development Lead and Market Research Analyst with expertise in data-driven decision-making, market expansion, and strategic partnerships within the pharmaceutical, healthcare, and FMCG sectors.

PROFESSIONAL EXPERIENCE

2023 – Present | Golden Green

Business Analyst / Market Research & Expansion Lead

- Led B2B sales initiatives, securing strategic partnerships and expanding the company's reach in new markets.
- Conducted extensive market research for the launch of new oral care products, ensuring alignment with consumer needs, regulatory compliance, and medico-marketing strategies.
- Developed and executed data-driven business strategies
- Designed and executed a full go-to-market plan for the Saudi oral care sector
- Aligned formulation and packaging with local regulations (e.g., replaced SLS with CAPB)
- Developed pricing models and prepared the portfolio for B2B outreach

2024 – Present | Evexia

Market Research

- Developed tailored business expansion strategies and financial projections for international outreach.
- Supported high-level negotiations and contract finalization for cross-border partnerships.

2023 – 2024 | Trindiva International

Business Analytics Manager

- Led business analytics and export strategy development, driving market expansion and securing B2B partnerships in the MENA region.
- Conducted in-depth market research, competitor analysis, and demand forecasting to identify high-potential export opportunities.
- Designed data-driven business models for product-market fit, optimizing sales strategies and market entry approaches.
- Developed pricing strategies and financial projections to support international expansion efforts.
- Facilitated negotiations and deal structuring for cross-border trade agreements.

PHARMACIES EXPERIENCE:

- **2022 – 2023 | Abdelhak Pharmacy**
Procurement & Supply Chain Analyst
 - Conducted **inventory turnover analysis**, optimizing stock management and reducing product shortages.
 - Managed procurement processes for medical supplies and cosmetics, improving supplier relationships and negotiating cost-effective contracts.
 - Led market research initiatives to identify trends and adjust procurement strategies, improving forecasting accuracy.
 - Implemented data-driven strategies to optimize reordering and demand forecasting, leading to a **20% reduction in procurement costs**.
 - **2020 – 2022 | Waheed Ali Pharmacies**
Chain Procurement Manager
 - Oversaw end-to-end supply chain operations for multiple pharmacy branches, optimizing procurement, inventory control, and distribution.
 - Implemented tracking systems to monitor drug shortages and secured high-demand medications through supplier negotiations.
 - Optimized stock redistribution and supply routes, improving performance across pharmacy branches.
 - **2020 – 2022 | Crisis Manager (Chain Branch)**
 - Recovered a struggling branch by analysing sales data, optimizing stock levels, and streamlining delivery operations.
 - Strengthened local medical partnerships, enhancing supply chain efficiency and increasing revenue.
 - **2017 – 2019 | Al-Dawaa Pharmacy**
Shift Manager & Procurement Assistant
 - Managed procurement processes and inventory control to ensure efficient pharmacy operations.
 - Utilized data-driven strategies to improve stock levels and streamline purchasing decisions.
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COMMUNITY EXPERIENCE

2012 – 2016 | Life Makers Foundation

National Cultural Committee Head – Universities Sector

- Led **cultural and arts programs** across Egyptian universities, targeting **knowledge enrichment and talent development**.
 - Managed and represented the **Culture & Arts Committee** for Life Makers Foundation's student sector.
 - Started as a **university student volunteer**, promoting **awareness campaigns on social issues**, then progressed to **Deputy Manager, University Manager**, and later **National Board Representative** for student activities.
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REMOTE WORK EXPERIENCE

Social Media Researcher (Freelance)

- Sourced and engaged with **travelers and potential leads** through strategic social media outreach.
 - Conducted **market research** on travel trends and consumer preferences to optimize engagement strategies.
 - Developed lead-generation strategies, identifying **high-value prospects** and enhancing community interactions.
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SKILLS & TOOLS

- **Market Research & Analysis:**
Consumer Behaviour | Competitive Intelligence | Demand Forecasting | Trend Analysis | Product Development Research | Strategic Market Positioning
 - **Data Analysis & Visualization:**
Python | Excel | Google Sheets | Analytical Dashboards | Data-Driven Insights
 - **Business Process Optimization:**
Supply Chain Optimization | Vendor Relationship Management | Cost Reduction | Product Development Strategy | Cross-Functional Collaboration | Agile Methodology
 - **Project Management:**
Lean Principles | Crisis Management | Workflow Optimization | Strategic Initiative Execution
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EDUCATION

2020 – Present | Tanta University

Faculty of Business Administration

Senior Year: Management Major

2024 – Present | American University in Cairo

School of Continuing Education

Data Analytics

2023 – 2024 | Epsilon AI (Diploma)

Certified Data Scientist Professional Diploma

2009 – 2016 | Tanta University

Faculty of Medicine (Completed Academic Only years)

CERTIFICATIONS

Licenses & Certifications

- **Power BI Data Visualization** – AUC SCE | Mar 2025

Skills: Dashboarding, DAX, Power Query, KPI Visualization

- **AI for Organizational Leaders** – Microsoft | Dec 2024

Credential ID: 99cc2c630efbbd9709746066a41b77768babaa9520b25721a612243cee166ef5

Skills: Organizational Leadership, Technical Leadership

- **Certified Trade Map Strategic Analyst** – GOEIC | Nov 2024

Skills: Business Strategy, Business Analytics

- **Data-Driven Business Growth** – 365 Data Science | Nov 2024

Credential ID: CC-7B335B8F5D

- **Macroeconomics** – 365 Financial Analyst | Nov 2024

Credential ID: CC-8846FF6114

- **Trello** – Atlassian | Nov 2024

Credential ID: 348171520

Skills: Trello

- **Data Scientist Professional** – Epsilon AI | Oct 2024 (Expires Oct 2026)

Credential ID: 101373-24-EG

Skills: Data Science, Python, Data Visualization

- **Supply Chain Management and Analytics** – Unilever | Sep 2024

Skills: Supply Chain Operations, Supply Chain Security

- **Agile Project Management** – University of Colorado Boulder | Aug 2024

Credential ID: J7GLBMXC8CPM

Skills: Agile Methodologies, Project Management

- **Critical Thinking for Better Judgment and Decision-Making** – LinkedIn | Aug 2024

Credential ID: 6a1b8971f7730b3a6e77d39704f0309f91167f92d64d15715074a3938d6dd458

Skills: Critical Thinking, Decision-Making

- **GenAI for Data Analysts** – Coursera | Aug 2024

Credential ID: PL2ATIF96DG0

Skills: GenAI, Data Analysis

PROJECTS

SKU Profit & Batch Investment Simulator

2025 / Streamlit App

Built a dynamic SKU cost and profit simulation tool to support FMCG production planning and investment decisions.

- Calculated unit costs across size variations with real-time margin estimation
- Integrated batch-size logic with total investment constraints
- Visualized profit distribution, break-even points, and cost per ml
- Used in strategic planning for Golden Green's first production run

BigBasket Intelligence App

Apr 2025 / Streamlit / GitHub

Developed an interactive web dashboard for product intelligence and category benchmarking in FMCG retail using clustering (PCA + KMeans), NLP (TF-IDF, LSA), and business KPIs.

- Enabled category-level filtering, brand analysis, and pricing optimization
- Technologies used: Python, Streamlit, Plotly, scikit-learn, NLTK, Pandas

Women's Footwear Private Label Project – Temsah Factory

2024 – Present

Repositioned Temsah Factory as a private-label footwear supplier for fashion brands in MENA markets.

- Created guided catalogs aligned with modest fashion aesthetics
- Built pricing structures and product packages tailored to e-commerce and export buyers

Medicare Anomaly Detection

Aug 2024 – Sep 2024 / Epsilon AI

Built a fraud detection tool using unsupervised machine learning models (KMeans, DBSCAN, Isolation Forest) on Medicare claims data.

- Deployed via Streamlit for real-time insights and visualization of risk clusters
- Included full data pipeline: preprocessing, feature engineering, clustering, dashboarding

Players of Top 5 Leagues – Character and Statistical Analysis

Mar 2024 / Epsilon AI

Conducted statistical analysis and visual exploration of player profiles across Europe's top football leagues.

- Used web scraping, Pandas, and advanced filtering techniques to uncover key patterns

Inventory Optimization and Crisis Management – Abdelhak Pharmacy

2022 – 2023

Applied data analysis and supply chain optimization to address procurement crises and improve stock forecasting during market shortages.

- Reduced procurement costs and stabilized operations through supplier reprioritization

Management System for Small Business Operations

2022 – 2023

Designed and implemented a fully integrated Google Sheets-based ERP system to manage inventory, sales, HR, and financials for a small business.

- Delivered cost savings and improved operational efficiency with real-time dashboards