Zahraa Abdelhalim

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OBJECTIVVE

Ambitious and results-oriented Business Analyst with advanced expertise in data science, blending technical proficiency with business acumen to deliver impactful solutions. Proficient in leveraging machine learning, AI tools, and statistical analysis to uncover hidden opportunities, optimize operations, and support strategic decision-making. Passionate about innovation, driving business growth, and creating value through data-driven insights in dynamic and fast-paced environments. Recognized for a proactive mindset, creative problem-solving, and the ability to bridge the gap between complex data and actionable business strategies.

EDUCATION

Bachelor of Business Technology in Business Analytics
Egyptian Russian University, [Badr city , Cario]
Expected Graduation: June 2025

EXPERIENCE

Sales Representative, Equity International Exchange (Summer 2023)

Built and maintained strong relationships with clients, providing personalized solutions and support to foster long-term partnerships.
Developed expertise in [specific products/services], enabling effective communication with clients and colleagues.
Collaborated with cross-functional teams to resolve customer issues, ensuring timely and effective resolution.

Conferences & Participation

- **Attendee, Techne Summit (Summer 2023)**
  Attended this leading international, multi-industry-focused Investment & Entrepreneurship event to stay updated on the latest trends in technology, innovation, and entrepreneurship, while networking with industry professionals and global experts.
- **Attendee, Data Science Conference MENA 2024 (April 18–20, 2024)**
  Participated in this premier event, which brought together leading minds in data science to explore cutting-edge advancements and practical applications in the field.
- **Attendee, Techne Summit Alexandria 2024**
  Attended the 10th edition of the Techne Summit, the largest Mediterranean event for innovation and entrepreneurship. Gained insights into technological advancements across ten tracks, including AI, gaming, and FinTech, and connected with global experts, startups, and investors.
- **Presenter, 7th Annual Data Science and Statistics Conference, Cairo University**
  Delivered a presentation on **"Factors Contributing to Flight Delays"**, utilizing decision trees to address multicollinearity and provide interpretable solutions. Engaged with esteemed professionals, sharing insights and receiving valuable feedback.

PROJECTS
Project 1: Analyzing Cardiovascular Disease Risk

- Developed a tool to identify individuals at higher risk of cardiovascular diseases using Python.
- Utilized data analysis and visualization techniques to gain insights into risk factors.

- Demonstrated expertise in data analysis and machine learning using Python.

Project 2: From Burgers to Bytes: Unveiling the Data Behind Fast Food Culture

- Conducted nutritional comparisons of different fast-food items using R.
- Utilized data visualization techniques to present findings.
- Developed a comprehensive understanding of the fast-food industry's impact on consumer well- being.

Project 3: Health Crisis due to bad dieting

- Proposed policies and education campaigns to address the health crisis due to bad dieting usingJavaScript.
- Utilized research and analysis skills to identify the root causes of the crisis.
- Developed a comprehensive understanding of the impact of bad dieting on public health.

Project 4: Hotel Management System

- Developed a hotel management system using SQL, allowing customers to self-book and pay online.
- Implemented secure data storage, staff management, and online booking functionality using database management skills.
- Demonstrated expertise in database management and system design.

Project 5: Library System

- Developed an Android-based library system using SQL, allowing users to browse books, checkavailability, and provide feedback.
- Implemented features such as book insertion, deletion, and fine calculation using database management skills.
- Demonstrated expertise in mobile app development and database management.

Project 6: Economic Analysis of Two Fabric Production Units

- Analyzed the financial performance of two fabric production units using Excel.
- Utilized data analysis and visualization techniques to gain insights into financial performance.
- Demonstrated expertise in data analysis and financial modeling.

Project 7: Securing the Internet of Things (IoT)

- Explored the significance of IoT security, current threats, and effective measures to protect IoTsystems using Cisco Packet Tracer.
- Utilized research and analysis skills to identify vulnerabilities and propose solutions.
- Demonstrated expertise in cybersecurity and IoT technology.

Project 8: BabyLiss Hair Straightener

- Promoted Babyliss products as ideal gifts for Mother's Day using PowerPoint.
- Built customer loyalty by engaging with existing customers and encouraging repeat purchases usingcommunication and interpersonal skills.
- Demonstrated expertise in marketing and sales.

Project 9: Amazon Prime Video Dataset

- Analyzed the Amazon Prime Video dataset using Power BI, gaining insights into content catalog, userinteractions, and performance metrics.
- Utilized data visualization techniques to present findings.
- Demonstrated expertise in data analysis and data visualization.

Project 10: Retail Analysis

- Analyzed data to understand how sales change over time and how different variables affect total sales using Excel.

- Utilized data analysis and visualization techniques to gain insights into retail industry dynamics.
- Demonstrated expertise in data analysis and retail analysis.

Project 11: Spotify

- Designed a complex database schema to manage user interactions, artist information, and song metadata using SQL.
- Implemented features such as song categorization, playlist creation, and subscription management using programming languages (e.g., SQL).
- Demonstrated expertise in database design, programming languages, and software development.

Project 12: Used Cars Dataset

- Used R language to handle large datasets, perform extensive data preprocessing, and apply machinelearning techniques to real-world problems.
- Key steps included:
  - Data Cleaning and Preprocessing
  - Feature Engineering
  - Model Development and Evaluation
  - Results Interpretation
- Demonstrated expertise in machine learning, data preprocessing, and R programming language.

COURSES & Certifications

- Communication and Presentation Skills for Analysts and ManagersData. Analysis in Power BI with ChatGPT.
- Data Analysis with ChatGPT Deep.
- Learning with TensorFlow 2.
- Introduction to R Programming.
- Mathematics.
- AI Career Essentials (AICE) Program ALX Arabia.

SKILLS & ABILITIES

- Business Analysis Requirements Gathering Regression Analysis Databases
- Statistical ConceptsData Analytics Problem Solving Decision Making
- Coding (R, Python, C++, JavaScript)

SOFT SKILLS

- Communication
- Presentations
- Excel, word, PowerPoint
- Fast learner