

Mohamed Hassan

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Technical Skills

- **Programming & Data Analysis:**
Python (Pandas, NumPy, Matplotlib, Seaborn)
Web Scraping: Selenium, Scrapy, BeautifulSoup, Requests
- **Data Visualization & BI Tools:**
Power BI (Power Query, DAX, Data Modeling, Interactive Dashboards)
Excel (Power Query, Power Pivot, DAX, PivotTables, Dashboards)
- **Statistics & Analytics:**
Descriptive & Inferential Statistics (Measures of Central Tendency and Dispersion, Confidence Intervals, Hypothesis Testing, Regression Analysis)
- **Databases:**
SQL, SQL Server

Professional Experience

Freelance Data Analyst

October 2021 – September 2023

Freelancer.com | [Profile](#)

- Developed Python scripts to scrape data from various websites using APIs, Scrapy, and Selenium, automating the data extraction.
- Applied the data analysis process to perform linear regression analysis, extract insights from datasets, and create visualizations.
- Developed a Flask application integrated with Perplexity AI API to increase the accessibility of a specific website and the accuracy of answers.
- Prepared comprehensive reports to explain visualizations and present key insights.

Education

B.Sc. in Electrical Engineering | Suez Canal University | September 2018 – July 2023

- **Major: Computer and Control Systems** | GPA: 3.3 (Very Good)
- **Graduation Project:** Student Smart Tracking System | Grade: **Excellent** | [Github](#)

Data Analysis Development Track | ITI | August 2022

Skills: Database Design & Normalization, SQL, SSIS, Power BI, Tableau

Certificates

- **Data Analyst in Power BI** | [Datacamp](#) | May 2025
- **Data Analyst in Python** | [Datacamp](#) | March 2025
- **Advanced Data Analysis** | [Udacity](#) | July 2021
- **Data Analysis Professional** | [Udacity](#) | May 2021

Projects

Addressing HR Workforce Challenges | [Github](#)

Tools: Power BI, Power Query, Data Modeling, Dashboard Design, What-if Scenario

- Analyzed HR data to help the company reduce the resignation rate by effectively managing HR to enhance productivity and employee satisfaction.

Supply Chain Analysis | [Github](#)

Tools: Power BI, Power Query, Data Modeling, Dashboard Design

- Analyzed supply chain data to optimize shipping operations and enhance customer delivery experience. Our analysis will focus on shipping performance and timeliness, customer delivery behavior across regions, and the relationship between sales performance and shipping efficiency.

Supermarket Sales Analysis | [Github](#)

Tools: Python, Pandas, Numpy, Matplotlib, Seaborn

- Analyzed branch performance, revenue trends, product line ratings per branch, and the impact of customer type on revenue.

E-commerce Analytics: Sales, Customer Behavior & Marketing Insights | [Github](#)

Tools: Python, Pandas, Numpy, Matplotlib, Seaborn

- Analyzed product category performance, customer behavior, logistics efficiency, and marketing funnel performance.

Customer Personality Analysis | [Github](#)

Tools: Excel, Power Query, Power Pivot, Pivot Tables

- Analyzed customer characteristics to identify those most likely to accept offers, enabling personalized marketing campaigns that improved targeting efficiency and reduced costs.

Other Skills

- Led a team to deliver a high-standard project, achieving an excellent grade, while rapidly learning and developing a Flutter-based mobile app in just two months.
- Ability to learn new skills and apply them effectively in freelance projects.
- Consistently meet strict deadlines and deliver high-quality work.
- Strong communication and teamwork skills.

Languages

- Arabic (Native) | English (Professional Working Proficiency)