



OBJECTIVE

Results-driven Data Analyst and Database Administrator with expertise in statistical analysis, data visualization, database management, and business intelligence. Seeking to leverage advanced skills in R, SQL, Python, Power BI, and database systems to deliver actionable insights, optimize data structures, and support data-informed decision-making in a dynamic organization.

EDUCATION

- **Diploma In Data Analytics Co-op** | Toronto School of Management | Toronto, Canada | 2024 – 2025 | Grade: 92.81 out of 100
- **Bachelor of Law** | University of Jordan | Amman, Jordan | 2012 – 2017 | Grade: 3.34 out of 4 (Very Good)
- **Certificate to Practice the Legal Profession** | Jordanian Bar Association | Amman, Jordan | 2019

PROJECTS

- **Project:** Canadian IT & Analysis Wages 2014-2023 github.com/MudGh/IT-Analysis-Wages
Description: Conducted a comprehensive analysis of wage trends in the Canadian IT sector from 2014 to 2023. Utilized Excel for data cleaning, manipulation, and initial analysis. Created detailed visualizations and dashboards in Power BI to present insights on wage growth, regional differences, and industry-specific trends. The project provided valuable insights for stakeholders to understand the evolving landscape of IT wages in Canada.
- **Project:** Data-Driven Pricing Strategy for BurgundySip 2024 (Group Work) - github.com/MudGh/BurgundySip-2024
Description: In this project, our team aimed to optimize the pricing strategy for BurgundySip, a renowned wine cellar/store, by leveraging data analytics. We conducted a comprehensive analysis of the BurgundySip dataset, focusing on uncovering hidden patterns and trends related to wine pricing, customer preferences, and market demand. Our work involved descriptive, predictive, and cluster-based analyses to provide actionable insights that would enhance profitability and customer satisfaction. The project's findings led to recommendations on producing low-sugar wines, prioritizing popular varieties, capitalizing on aged wines, and tailoring regional marketing strategies.

EXPERIENCE

Almurrassel - Independent Online Magazine | Washington, US

Data Analyst, Research & Marketing Specialist | Dec. 2023 – Now

- Conducted market research and provided actionable insights on improving the magazine's branding, marketing strategy, and content. Delivered comprehensive reports to the head of the magazine, driving strategic decisions.
- Integrated Google Analytics to track website performance and optimized the marketing plan using data-driven insights, improving audience engagement by 58%.
- Managed social media platforms, leveraging data analysis to refine content strategies, resulting in increased referral traffic.
- Utilized Google Data Studio, Power BI and Excel to create performance dashboards, enabling real-time monitoring of key metrics for editorial and marketing decisions.
- Initiated a research project analyzing US election campaign finances and their influence on international political policy, providing insights for future content strategy.
- Supported content editing, ensuring alignment with data insights and audience preferences.

SKILLS

- **Data Management:** Proven expertise in collecting, organizing, and managing large datasets with a focus on data accuracy, consistency, and integrity.
- **Excel & Office Applications:** Advanced proficiency in Excel for data analysis, pivot tables, VLOOKUP, and data modeling. Skilled in using Office applications for efficient document creation and data presentation.
- **Data Visualization:** Proficient in creating insightful and actionable visualizations using Power BI, Tableau, and Looker Studio (formerly Google Data Studio) to communicate complex data trends clearly to stakeholders.
- **Database Systems & Programming:** Experienced in SQL for querying and managing relational databases, alongside Python and R for data analysis, cleaning, and statistical modeling.
- **Google Tools:** Skilled in utilizing Google Analytics for website performance tracking and Looker Studio for dynamic reporting and dashboards.
- **Clerical and Administrative Support:** Adept at performing clerical tasks such as document organization, filing, and maintaining records with high attention to detail.

- **Data Entry & Accuracy:** High-speed typing with meticulous attention to detail, ensuring data is entered and processed accurately and efficiently.