

Omar Aboulwafa

Data Analyst

Abu Dhabi

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Data analyst with 4 years of experience and a passion for turning complex data into actionable insights, I'm dedicated to leveraging data to deep dive into optimizing brand performance, enhance conversion rates, and ultimately drive profitability. In addition, I'm heavily leaning towards optimizing solutions via automating tasks that reduce manual operations thereby increasing the team's productivity and efficiency, seeking a challenging and career-advancing position.

Work Experience

Data Analyst

Memaar Al Morshedy Real Estate-Cairo

May 2022 to Present

- Build a dynamic unit pricing using Machine Learning algorithms and saving +40% of pricing department time.
- Increase the data reporting efficiency by 30% by implementing automated data processing and reporting tools.
- Contribute to a market expansion project that led to a 20% increase in property sales within the first year.
- Gathering and consolidating data from property management systems, Customer Relationship Management (CRM) databases, and market research reports enhanced customer satisfaction by 15%
- Conducting regular data audits and cleaning to ensure data integrity and accuracy.
- Analyze sales data, customer demographics, and market trends to provide actionable insights for strategic planning.
- Developed and maintained dashboards and reports using Excel, Tableau, SQL, and Power BI to track key performance indicators (KPIs).
- Conduct market analysis to identify trends, competitive landscape, and investment opportunities.
- Created market reports to support pricing strategies and promotional campaigns.
- Utilized statistical methods and ML algorithms to forecast property sales and rental trends.
- Collaborate with sales, marketing, and finance teams to understand data needs and deliver analytical solutions.
- Analyze customer feedback and behavior to identify areas for improvement in customer service, customer loyalty programs, and retention strategies.

Business Intelligence Technical Consultant

Upland Software - Canada -Remote

March 2021 to April 2022

- Building Complex Reports, Stored Procedures, Triggers, and Constraints Maintaining 600+ tables and the Client's Requirements, and Delivering the results in SSRS and Power BI Dashboards.
- Integrating with different systems and building ETL and data pipeline using Dell BOOMI and Microsoft Power Automate, Connecting to different Databases, APIs, and SFTPs.

- Validating the data quality dimensions and fixing data issues to accurately match the integrated system database structure.
- Handling complex Structured/Unstructured data gathering and manipulation using Python.
- Reverse Engineering of legacy reports, Documenting the logic, and tuning the query performance of 100k+ records.
- Meeting with stakeholders as business owners, and consultants to identify BRS Gap Analysis.
- Creating Automated PowerBI reports, writing complex DAX, and Maintaining Row Level Security.

Education

Bachelor's in Civil Engineering

GEI ALUMNI FOR ENGINEERING & TECHNOLOG - Cairo

October 2009 to June 2016

Skills

- Python
- SQL
- SAS
- Tableau
- Microsoft SQL Server
- Microsoft Excel
- Power BI
- Pandas
- Matplotlib
- Scikit-learn
- Jira
- Git
- DAX

Links

https://omar-aboelwafa.github.io/omar_aboelwafa_portfolio.github.io/index.html

Certifications and Licenses

STANFORD SUPERVISED MACHINE LEARNING: REGRESSION AND CLASSIFICATION

October 2022 to Present

STANFORD ADVANCED LEARNING ALGORITHMS

November 2022 to Present

STANFORD MACHINE LEARNING SPECIALIZATION

December 2022 to Present

IBM Skills Network Data Analysis with Python

April 2022 to Present

Data Science & Business Analytics intern Graduate Rotational Internship Program (GRIP)

December 2022 to Present