

# Rahma Elsayed Shahin

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## OBJECTIVES

Results-driven Junior Data Analyst with a strong foundation in Python, SQL, Excel, and data visualization. Seeking an opportunity to apply analytical thinking, clean and analyze datasets, build actionable dashboards, and support business decisions through meaningful, data-driven insights.

## PROFESSIONAL EXPERIENCE

- National Telecommunication Institute - NTI**  
**Data Analysis Trainee,** **Aug 2025 – Oct 2025, Offline**

- Performed comprehensive data analysis using Python, SQL, and Excel to extract insights and improve data accuracy across multiple business cases.
- Designed and developed interactive dashboards in Power BI and Tableau, enabling data-driven decisions and enhancing project visibility for mentors and peers.
- Cleaned, transformed, and visualized datasets from diverse sources, automating repetitive tasks and reducing analysis time by 30%.

## LinkedIn Learning

**Introduction to Career Skills in Data Analytics**

**Completed Sept 2025 (Online)**

- Gained foundational understanding of data analytics processes, tools, and career pathways.
- Learned how to develop analytical thinking, data visualization, and communication skills for real-world applications.
- Explored strategies for building a successful career in data analytics and continuous professional growth.

## EDUCATION

### Port Said University

**Bachelor , Management Technology And Information System | Major in Information Technology Management** Oct 2023 - Jul 2027

## CERTIFICATIONS

- Introduction to Career Skills in Data Analytics | LinkedIn Learning
- **Data Analysis** | National Telecommunication Institute (NTI)
- Data Analysis For Beginner | Udemy

## PROJECTS

[View All Projects](#)

### Telecom Customer Analysis

- Python, SQL, Power BI, Tableau  
Conducted exploratory data analysis (EDA) on customer datasets to identify churn patterns and segment customers. Built interactive dashboards to visualize trends, enabling data-driven decision-making. Automated data cleaning workflows, reducing manual preprocessing time by 25%.

### Sales Forecasting Project

- Python, Excel  
Developed predictive models to forecast monthly sales using historical data. Applied data cleaning, feature engineering, and visualization techniques to present actionable insights. Improved forecast accuracy by 15%, supporting strategic planning.

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### Brew Haven Café – Customer & Sales Analysis

- Excel, Google Sheets, Pivot Tables, Data Visualization
  - Analyzed transaction data to identify best-selling products, revenue trends, and daily performance.
  - Built interactive dashboards summarizing total revenue, top items, and seasonal demand.
  - Generated actionable insights to support pricing, menu optimization, and marketing planning.
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### Golden Crust Bakery – Marketing & Revenue Dashboard

- Excel, Google Sheets, Pivot Tables, Data Cleaning, Charts
  - Analyzed conversions, ad-spend, and revenue across multiple channels and months.
  - Calculated KPIs including Revenue per Conversion, Returning vs New Customers, and Top-Performing Days.
  - Delivered insights and recommendations that help optimize ad budget allocation and improve ROI.
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### Style Avenue Boutique – Loyalty & Sales Performance Dashboard

- Excel, Google Sheets, Pivot Tables, Functions (IF, AVERAGEIF, INDEX)
- Segmented customers based on loyalty program usage and purchase behavior.
- Compared average spend between loyalty vs non-loyalty users and identified top-selling categories and seasons.
- Produced dashboards to support customer retention strategies and targeted marketing campaigns.

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## SKILLS

- **Programming & Tools:** Python, MySQL, GitHub, Jupyter Notebook
- **Data Analysis:** Pandas, NumPy, Data Cleaning ,Data Preprocessing, Data Visualization.
- **Interpersonal Skills:** Management, Organization Skills, leadership Skills , Flexibility ,Problem Solving, Communication, Teamwork.
- **Languages:** English B1, Arabic Native

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## Volunteering

- **Content Team Leader | College Reading Club**  
Oversaw content creation and organization for club activities. Guided team members in developing and curating educational materials, promoting knowledge sharing and engagement.
- **Secretary Team | ICPC PSU Community**  
Coordinated schedules, documentation, and communication to support smooth team operations.
- **Operations Volunteer | ICPC**  
Assisted in planning and executing coding competitions, ensuring smooth operations and participant satisfaction.
- **Event Organizer | College Science Week**  
Managed event logistics, coordinated with speakers and participants, and enhanced overall event experience for attendees.

