Raneem Mousa, Data Analyst

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About

Data-driven professional with experience in data analysis and visualization. Proficient in Power BI, SQL, Excel, and Python. Strong knowledge of statistical analysis and machine learning techniques. Successfully build a variety of projects and dashboards depending on many datasets. Proven ability to turn complex data into actionable insights for stakeholders.

Education

- **Mata Marketing Analyst Professional Certificate** (Sep 2023 – Present)
- **Upskilling program at HTU** (Data analysis and visualization 300 credit hours) (Oct 2022- Jan 2023)
- **Bachelor of Mechatronics Engineering** - University of Jordan (Sep 2017 - Sep 2022)

Projects

Startup Investments dashboard

(This project focused on visualizing a large amount of data coming from the Crunchbase investments platform about startups investments)

Procedure:
- Finding and understanding the dataset.
- Importing data from Excel into Power BI.
- Transforming data using Power BI query builder.
- Creating measured values where needed
- Designing Power BI dashboard using different visuals.

Contoso Sales dashboard

(This project focused on visualizing sales data coming from a Cloud platform about Company sales over years)

Procedure:
- Understanding the dataset.
- Importing data from one drive into Power BI.
- Transforming data using Power BI query builder.
- Creating measured values and calculated columns where needed.
- Importing different tables and building a relationship between them using the Model feature in Power BI.
- Designing Power Bi dashboard using different visuals.
- Publish the project on Power BI services and share it with other users.
- Develop a mobile and tablet-friendly view of the dashboard.
- Activate the auto-refresh feature to allow the dashboard to automatically update its data daily.

Other projects include:
- Classifications of single handwritten digits MNIST data set using machine learning in python.
- Movie reviews on Twitter using sentiment analysis.
- Classification of EMNIST (enhanced MNIST) using deep learning.
- Image processing GUI interface using MATLAB.
- Temperature ON/OFF control of a cooking oven using Arduino.
- Smart irrigation system using Arduino and Proteus simulation.
- Garage door control and simulation using Microchip PIC16F84A micro-controller in assembly.

Experience

Business Development and Data Analyst - Whyise   **(Jan 2024 – Present)**

(Impact measurement and assessment platform that enables change-makers to conduct surveys, analyze and measure their campaign results within the change theory by building them an entire system starting from the framework all the way to annual reports)

Duties and responsibilities:
- Cleaning raw data and creating dashboards using Python and Tableau or Power BI.
- Building the entire marketing automation system including generating leads, email marketing campaigns, setting up the company CRM (and its automation), managing tasks and reminders, and integrating the various tools together.
- Introduced tools and ideas to lower the sales cycle time and reduce call time by 50% using SOPs, and written and visual content.
- Created a new business plan, sales goals, and KPIs to measure sales performance and enhance the sales pipeline.

Business Development Manager - Fintesa   **(Feb 2023 – Dec 2023)**

(A payment solution that accepts online payments globally through multiple solutions like payment links and payment integrations.)

Duties and responsibilities:
- Managing clients & investors relationships.
- Setting up the company CRM and other tools.
- Collecting and Analyzing customer data.
- Digital Marketing and Managing the company's socials.
- Managing a team of 12 people from 3 different departments including accounting, tech, and business.

Skills

- Critical thinking	- Google Analytics
- Strong English (ILETS Certified)	- Client Relations
- Business intelligence	- Key Performance Indicators
- Problem Solving	- Relationship Development and networking skills
- Reporting	- Communication skills
- Strong Excel skills	- Public Speaking
- Power BI & Tableau	
- Marketing & Marketing Analysis	
- Project management	

Volunteerism

IEEE Women in Engineering UJ student branch - Chairwoman (October 2020 – October 2021).
IEEE UJ student branch - Student development officer (September 2020 – September 2021).
SHAI Club - student instructor, content writer, and LinkedIn moderator (June 2020 – December 2021).

Courses

Python for Data Science and Machine Learning Bootcamp – Udemy Online Platform
Deep learning for image segmentation using TensorFlow 2 – Udemy Online Platform
MATLAB and Digital Image Processing – Udemy Online Platform
Master statistics & machine learning: intuition, math, code – Udemy Online Platform