

Rashad Almarashdi – Data Analyst

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Portfolio: <https://rashad-analyst.github.io/>

Professional Summary

Data Analyst with hands-on experience in **SQL, Excel, Power BI, Tableau, and Python**. Skilled in data cleaning, dashboard building, automated reporting, and generating insights to support decision-making. Background includes 4+ years at Amazon as a Senior Data Associate, working with large datasets, quality metrics, and analytics workflows. Recently completed intensive data analyst training and built multiple real-world projects showcased in a public portfolio.

Technical Skills

- **SQL:** MySQL, MS-SQL, Joins, CTEs, Window Functions, Data Cleaning
 - **Excel:** Pivot Tables, Power Query, Dashboards, Advanced Formulas
 - **Power BI:** DAX, Data Modeling, KPI dashboards, Reports & Publishing
 - **Tableau:** Storytelling, Visualizations, Interactive Dashboards
 - **Python:** Pandas, NumPy, Data Cleaning, EDA
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Projects Portfolio

1. SQL – Data Cleaning Project

- Cleaned and standardized a large layoffs dataset using advanced SQL techniques.
- Removed duplicates with Window Functions, fixed inconsistent fields, and normalized date formats.
- Exported final cleaned dataset and documented full process.

2. SQL – Data Exploration Project

- Performed EDA using SQL to uncover patterns: layoffs by year, industry impact, total layoffs per company, and global trends.

3. Excel KPI Dashboard

- Built an interactive dashboard using Pivot Tables and Power Query.
- Included filters, charts, and KPIs for performance insights.

4. Tableau Dashboard

- Developed a multi-page visual dashboard using Tableau Public.
- Highlighted trends, drill-downs, and storytelling visuals.

All projects available at: <https://rashad-analyst.github.io/>

Professional Experience

Content Quality Analyst — BIGO Live (Dec 2024 – Dec 2025)

- Built performance dashboards using Power BI to monitor creator activity.
- Used SQL and Excel to identify patterns, violations, and content trends.
- Applied Python for repetitive data-cleaning tasks.

Senior Data Associate — Amazon (Oct 2022 – Nov 2024)

- Managed large-scale datasets for AI model training.
- Produced reports using SQL and Pivot Tables to analyze accuracy and productivity.
- Led workflow optimization projects improving accuracy by 15%.
- Provided data-driven insights to support team leaders.

Data Associate — Amazon (Nov 2020 – Oct 2022)

- Labeled and audited 100K+ datasets.
- Improved data quality through structured reviews and RCA.
- Supported onboarding and training for new team members.

Freelance Data & Content Work (2025)

- Built BI dashboards for clients using Power BI and Excel.
- Cleaned and prepared datasets using SQL & Python.

Education

BSc. Civil Engineering — Yarmouk University (2017)

Certifications & Training

- Data Analyst Bootcamp — SQL, Excel, Power BI, Tableau, Python, AWS, Azure
- McKinsey Forward Program — Structured Problem Solving, Communication

Languages

Arabic — Native

English — Professional (C1)

Strengths

Analytical Thinking • Problem Solving • Data Storytelling • Reporting • Accuracy • Workflow Optimization • Cross-functional Collaboration