Reem Ibrahim
Data Analyst | BI Developer
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Career Objective

Data Analyst with a strong foundation in data analysis, data cleaning, and visualization. Proficient in Python, SQL, Excel, and Power BI, with hands-on experience in building dashboards and analyzing business performance. Actively seeking full-time, part-time, or freelance roles where I can deliver actionable insights

Education

Alexandria University, Faculty of Computing and Data Science   Aug 2025
Bachelor's in Data Science   **GPA:3.2 / 4**

Relevant Coursework: Data Science Methodology, Probability & Statistics, Data Visualization, Survey Analysis ,Database Systems ,Advanced Database Systems

Experience

Microsoft Power BI Engineer Trainee
Digital Egypt Pioneers Initiative- DEPI   05/2024-11/2024

- Northwind Dataset Analysis
- Built an end-to-end Power BI dashboard analyzing airline loyalty program data.
- Evaluated customer lifetime value (CLV) for top **10% (1,674 customers)** with total CLV of **133.7M.**
- Analyzed enrollment, cancellation, and seasonal trends across **2012–2018.**
- Produced actionable revenue insights with **179K total redemption revenue.**

Skills

Data Analysis & Visualization: SQL,MSSQL, Power BI, Excel, Tableau, Locker Studio
Programming: Python, R, Web Scrapping
BI & Analytics: KPI Development, Statistical Analysis, Predictive Modeling

Projects

End-to-End Lending Club Risk & Financial Analysis | Power BI, SQL, Python

- Developed a full analytics pipeline from data cleaning to interactive dashboards using Python, SQL Server, and Power BI.
- Engineered a target default variable and analyzed key risk drivers (DTI, income, credit utilization, loan grades) across a 15M loan portfolio.
- Built executive dashboards tracking portfolio performance (54.5% fully paid, 13% default rate) and financial behavior, revealing highest defaults in the 25K–50K balance segment and risk–return trade-offs across grades.

HR Attrition Data Analysis | Tableau

- Analyzed HR dataset (1,470 employees) to evaluate a 16.12% attrition rate and workforce trends.
- Developed 4 interactive Tableau dashboards: Executive Overview, Demographics & Experience, Compensation & Promotion, and Satisfaction & Engagement.
- Performed KPI analysis (attrition rate, department turnover, job role risk, satisfaction metrics) to identify key retention drivers.

NTI Graduation Project – Goodreads Data Analytics | Python, Excel, Power BI
 Role: Web Scraping & Data Preparation

- Led web scraping of ~290+ books across 6 categories using Python (Requests, BeautifulSoup), extracting title, author, ratings, number of ratings, work_id, and URL ز
- Handled pagination and detail page extraction to collect complete datasets efficiently
- Delivered raw structured datasets ready for team-led cleaning, analysis, and visualization in Excel and Power BI dashboards.

Certificates

- Data Analysis Skills for the Freelance Professional | Digital Egypt Youth Program | (NTI)
- Microsoft Power BI Engineer | Digital Egypt Pioneers Initiative(DEPI)
- Data Analyst in Python Track | DataCamp
- IBM Data Analytics Professional Certificate With Excel and R | Coursera