

Mohamed Ahmed Gadia

Data Scientist & Analyst

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EDUCATION

Bachelor's degree in communications and electronics engineering

Sep 2020 - Jan 2025

Mansoura Higher Institute of Engineering and Technology

SKILLS

Technical Skills:

- **Programming Languages:** Python (Pandas, NumPy, Matplotlib, Seaborn, SciPy, Beautiful Soup), SQL (Microsoft SQL Server, MySQL)
- **Data Analysis & Visualization:** Power BI (DAX, Power Query), Excel (PivotTables, Pivot Charts, Macros)
- **Machine Learning & Deep Learning:** Scikit-Learn, TensorFlow, Keras
- **Familiar:** Time Series Analysis, Django Framework, C++, HTML, Web Scraping with Beautiful Soup
- **Other Tools:** Git/GitHub, ETL Processes, PowerPoint

Soft Skills: Problem-Solving, Attention to Detail, Team Collaboration, Data Storytelling, Communication

PROJECTS

Green Defend (Graduation Project) [GitHub Link](#)

- A machine learning model leveraging a CNN to achieve 98.7% accuracy in classifying 38 plant diseases from over 87,000 images.
- The dataset was split into 56,251 images for training, 14,044 images for validation, and 17,572 images for testing.
- Designed a multi-layer CNN architecture with ELU activations, Dropout, and GlorotNormal initialization to optimize performance.
- Utilized TensorFlow and Keras libraries, incorporating techniques like Early Stopping and Model Checkpoint to prevent overfitting and optimize performance.
- Evaluated using precision, recall, F1-score, and confusion matrix.
- Integrated the model into a mobile and web application for real-time disease detection.
- Earned an A+ grade.

Marketing Analysis [GitHub Link](#)

- Analyzed customer reviews, product performance, and sales conversion rates using SQL and Python.
- Developed a SQL script to extract and prepare customer reviews marketing data for analysis.
- Applied VADER sentiment analysis to classify sentiments (Positive, Negative, Neutral, Mixed).
- Built an interactive Power BI dashboard for insights on customer reviews and social media performance.
- Presented finding to stakeholders, driving data-informed marketing strategies.

Sales Analysis – Excel [GitHub Link](#)

- Created an interactive Excel dashboard to analyze and visualize sales data.
- Integrated key metrics such as sales growth, profit margins, and regional performance.
- Utilized advanced Excel features such as PivotTables, Pivot Charts, slicers, and macros for dynamic data visualization.
- Enabled data-driven decision-making through dynamic filters and visualizations.
- Applied advanced data analysis techniques and designed intuitive dashboards to derive actionable business insights.

CERTIFICATES

- Prepare data for Exploration – Google [Show credential](#)
- Process Data from Dirty to Clean – Google [Show credential](#)
- Ask Questions to Make Data-Driven Decisions – Google [Show credential](#)
- Foundations: Data, Data Everywhere – Google [Show credential](#)
- The science of statistics for the purposes of data science and artificial intelligence – Unihance [Show Credential](#)