Zeinab Kassab

Data Analysis

Data Analyst with a proven ability to transform data into actionable insights that support data-driven decision-making. Proficient in SQL, Python, and Power BI with experience in data visualization, statistical analysis, and predictive modeling. Passionate about leveraging data to solve business challenges and optimize operations.

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WORK EXPERIENCE

Freelance Data Analyst (2024 - Present)
Freelancing

01/2024 - Present

Achievements/Tasks

- "Provided end-to-end data analytics solutions for multiple clients, leveraging SQL, Python, and Power BI to extract insights and drive business growth. Developed customized interactive dashboards, automated data processing workflows, and applied predictive modeling techniques, resulting in improved decision-making and operational efficiency."

Customer Sales Analysis Dashboard
freelancing

Achievements/Tasks

- Designed and built an interactive sales dashboard for a retail client, improving sales performance tracking. Processed and cleaned large datasets using Python (Pandas, NumPy) to ensure high data accuracy. Leveraged Tableau for advanced data visualization and trend analysis, enhancing decision-making. Identified key revenue drivers and top-performing products, leading to a 15% increase in sales over three months. Segmented customer data to optimize marketing strategies and improve customer retention.

Superstore Dashboard
freelancing

Achievements/Tasks

- "Developed an interactive Superstore Dashboard to analyze sales performance, customer trends, and profitability across multiple regions. Utilized Power BI and Tableau to create dynamic visualizations that increased reporting efficiency by 40%. Performed advanced data transformation using Python and SQL, reducing data processing time by 30%. Identified key sales trends and high-performing product categories, optimizing inventory management and boosting revenue by 20%."

EDUCATION

Engineering
Aswan university

SKILLS

ETL & Data Processing   DAX & Power Query

PowerBi   Tableau   SQL   Python

interactive dashboard   EXCEL

CERTIFICATES

Google Data Analytics Professional (2024)

SQL for Data Analysis (2024)

Data Visualization With Power BI (2024)

LANGUAGES

ENGLISH
Full Professional Proficiency

Arabic
Full Professional Proficiency

SOFT SKILLS

Analytical Thinking & Decision Making

Problem Solving