

# Shadi Reda Gouda Mohamed

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## Career Objective

Shadi Reda is a person who has a deep understanding of data analysis principles, completed a Data Analysis Diploma at Epsilon AI Company. Eager to leverage analytical skills to drive data-driven decision making and deliver actionable insights that support the company's strategic objectives.

## Training

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### Big Data & Data Analysis Using Power BI , Telecom Egypt. 2024

- Gained knowledge in big data concepts, including modeling, integration, processing, and machine learning applications.
- Proficient in Power BI for data cleaning, transformation, and creating dynamic reports with AI visuals.
- Skilled in designing data models and connecting to diverse data sources.

## Courses

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1. Copilot for Power BI - Coursera
  2. Data Analysis using Excel, Power BI, SQL Server, Epsilon AI (Offline).
  3. EYouth Professional Certificate for Sales Analytics, EYouth.
  4. Microsoft Excel Data Analysis with Excel Pivot Tables, Udemy.
  5. Power BI Advanced Level, Yanfaa.
  6. Advanced Microsoft Excel, Yanfaa.
  7. Microsoft Excel Data Analytics Power Query and Pivot Tables, Udemy.
  8. SQL The Complete Introduction to SQL programming, Udemy.

## Software skills

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- Microsoft Excel.
  - Microsoft Power BI Desktop.
  - SQL Server Management Studio (SSMS)

## Projects

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- Sales Analytics Dashboard – Global Super Store:
    - Analyzed sales data from Global Super Store using Power BI and built a Star Schema data model.
    - Developed interactive dashboards covering sales performance, returns, and customer behavior.
    - Applied RFM analysis to segment customers and identify opportunities for retention and growth.
  - Quranic Surah Exploration:
    - Manually collected and validated structured data for all 114 Quranic surahs, including counts and classifications.
    - Built an interactive Power BI dashboard to visualize surah-level insights.
    - Improved skills in handling unstructured data, quality assurance, and data storytelling.

- **Cross-Selling Insights Dashboard:**
  - Collected and prepared transactional sales data, which required effort to ensure product-level consistency.
  - Build an interactive dashboard using power bi to explore cross-selling patterns (items bought together, order frequency, product combos).
  - Faced challenges in structuring the logic behind co-purchases and building dynamic visuals that respond to user selection.
- **HR Attrition Analysis**
  - Analyzed HR data in Excel to identify patterns of employee attrition across departments and job levels.
  - Built an interactive dashboard highlighting key KPIs like attrition rate, active employees, and satisfaction scores.
  - Provided insights on high-risk employee segments to support retention strategies.
- **Web Traffic Analysis**
  - Developed a Power BI dashboard to analyze web traffic performance across countries and time dimensions.
  - Visualized key metrics including sessions, page views, bounce rate, conversion rate, and session duration.
  - Provided insights into user engagement trends by country, month, and day to support digital strategy decisions.

## Language Skills

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- English: Intermediate level (B1).

## Extracurricular Activities

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**Former Digital Marketing member at STALK Sadat Academy.** **2023**

- Work with other teams to coordinate marketing activities.
- Promote events and activities through social media platforms.
- Create and manage content for social media platforms.
- Analyze digital marketing data and report on performance.

**Former Head of the Sports Committee at Sadat Academy.** **2022**

- Make sports tournaments.
- Organize sports events.
- Coordinate with other committees.

## Education

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- BS in Computer and Information June 2024
- University: Sadat Academy for Management Science.
- Faculty: Computer and Information.
- Major: Computer Science.
- Minor: Software Engineering.
- Graduation project: Nutritionist – Secure Web Application (95%).
- Accumulative Rating: Good (78.75%).

## Personal Information

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- Date of Birth: 6th of March 2002.
- Military Status: Exempted.
- Nationality: Egyptian.

- Marital Status: Single.