

ZIAD ABDALLBASSET

Data Analyst | BI Engineer

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📍 Elmokkatem city, Cairo



SUMMARY

Insight-oriented Data Analyst blending technical expertise with a business mindset to uncover trends, predict outcomes, and guide strategic decisions. Skilled in Excel, SQL, Python, Power BI, and data visualization to transform data into clear, impactful stories.

EDUCATION

Ain Shams University | Faculty of Business English Section

Bachelor's Degree in Accounting and Finance

2021-2025

Grade : Very Good

- **Coursework:** Accounting, Finance, Economics, Management, and Business Information Systems
- Strong foundation in statistics, data analysis, and quantitative methods
- Developed problem-solving, teamwork, and communication skills through case studies and projects

SKILLS & TOOLS

Technical Proficiencies:

Excel | Power BI | SQL | Python | Web Scraping | Machine learning
Azure | R | SAS | Pyspark | Data Manipulation | Dealing with Data
Warehouses and Databases

Soft Skills:

- Detail-oriented and analytical mindset
- Strong problem-solving and critical thinking
- Excellent communication and teamwork skills
- Open to feedback and continuous learning
- Creative and proactive approach to challenges

PROJECTS

Sales Monitor analysis

1. Generate a Synthetic data by Python and upload it to Azure
2. Make a database in the cloud and data pipelines
3. link the data between Azure and Power BI and make a data normalization by splitting the big table into several tables to make a model by star schema
4. build a dashboard to track the sales to help in increasing it by 15%

Customer Churn Analysis & Prediction

1. Data Cleaning SQL: Extracted and cleaned customer data by removing duplicates, handling missing values, and standardizing formats to ensure data accuracy.
2. Exploratory Data Analysis Power BI: Built interactive dashboards to visualize churn trends by customer segment, region, and tenure, enabling deep insights and drill-down analysis.
3. Predictive Modeling Machine Learning: Developed and evaluated models (Logistic Regression, Random Forest, XGBoost) to predict churn risk for new customers, achieving a 10% reduction in churn rate.

Marketing Campaigns Performance

Dashboard by Power BI

1. Spend & ROI by Campaign Name
2. Compares total spend with the average ROI for different marketing channels, including Search Engine Ads, Social Media Ads, Content Marketing, Influencer Marketing, Radio Ads, Email Marketing, TV Commercials, and Billboards.
3. Campaigns by Type
4. this analysis helped us to increase our sales by 12%

Customer Segmentation with RFM Analysis by Python and Machine Learning

1. ETL process by extracting the data and transform it then load it the model
2. Analyze customer purchase data using the RFM model.
3. Assign RFM scores to each customer.
4. Classify customers into segments (e.g., High Value, Middle Value, Low Value).
5. Visualize segmentation results using interactive Plotly charts.

WORK EXPERIENCE

Customer Service Agent | Jun 2025 - Aug 2025

Raya CX

- Assisted customers with inquiries, complaints, and service requests, ensuring a high level of satisfaction.
- Handled phone, email, and in-person communication to provide accurate and timely solutions.
- Processed orders, returns, and account updates in line with company policies.

Training Coordinator | Jan 2024 - Sep 2024

Team Misr

- Coordinated and managed training programs for employees and clients, improving scheduling efficiency by 15%.
- Enhanced participant engagement through clear communication and by adapting content to learner needs.
- Worked collaboratively with cross-functional teams to ensure smooth execution of learning sessions. Demonstrated leadership by taking initiative to improve internal processes for training logistics.

COURSES & CERTIFICATES

Microsoft Power BI Data Analyst (Completed 7 courses) | Datacamp - Aug 2025

SQL Fundamentals | Datacamp - Feb 2025

Advanced Excel | CITU - Feb 2024

Google Data Analytics Certificate | Google - Dec 2023

Foundation of data analytics | Egfwd - May 2023

MOS Master | Udemy - Jan 2023

Languages

Arabic - Fluent

English - Proficient