



Alexandra Akaoui - Data Analyst

Data Analyst with hands-on experience in Python, R, SQL, and Tableau, and a recent graduate of the Data Analytics program at the London School of Economics. At Watersky Digital GmbH, I led a multi-year FMCG analytics project, evaluating the digital presence of over 450 brands across Europe and the US to support SEO and e-commerce strategies. A collaborative and empathetic team leader with a passion for lifelong learning, knowledge sharing, and data-driven social impact. Actively engaged in community work through my church, I am now focused on applying analytical insights within mission-driven organizations to drive meaningful outcomes.

Personal details

Name
Alexandra Akaoui - Data Analyst

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Norderstedt, Germany

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Email
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Driving licence
B

Skills

Excel

Python

SQL

Tableau

Google Analytics

SEMrush

WordPress

Languages

Arabic	Native speaker
English	Proficient
French	Proficient
German	Proficient

Experience

Team Lead Jul 2025 - Sep 2025
London School of Economics - Employer Project

Led an analytics project for a fintech company, driving automation, data quality, and actionable insights across multiple datasets:

- Developed data quality dashboards to monitor duplicates, missing values, invalid formats, and trends over time
- Built interactive financial reporting dashboards in Tableau to support portfolio, risk, and performance analysis
- Evaluated cloud data warehouse solutions (Snowflake, Google BigQuery, Panoply) for scalability, integration, and cost efficiency

Data Analytics Student Feb 2025 - Sep 2025
London School of Economics

Currently completing a rigorous, hands-on data analytics program designed to equip me with the latest industry skills through real-world projects and practical applications.

Technical Skills:

- Advanced use of Python, R, SQL, Tableau, and Microsoft Excel for data acquisition, cleaning, and exploratory analysis
- Creating compelling dashboards and visualizations to communicate insights effectively to technical and non-technical audiences
- Building and interpreting predictive models, including linear regression, decision trees, clustering, and natural language processing (NLP)

Relevant Projects:

- Exploring customer buying behavior and the impact of advertising on sales for a leading international supermarket using Tableau, SQL, and Excel
- Analyzing resource management challenges for the UK National Health Service (NHS) with Python, extracting insights to improve operational efficiency
- Developing predictive models for a gaming company, leveraging regression, clustering, and NLP to forecast trends and inform business decisions

Digital Marketing Analyst Apr 2022 - Dec 2024
Watersky Digital, Hamburg, Germany

- Lead Analyst** for a three-year FMCG digital audit project, evaluating the online presence of over 450 brands across Europe and the US. Developed data-driven recommendations and a best practices library to guide the brand's digital transformation journey.
- Led eCommerce SEO optimization** for a leading professional haircare brand, significantly enhancing product visibility and search performance across major German retail platforms, including Douglas and Hagel-shop.
- Led the successful transition to Google Analytics 4**, managing the setup and integration of GA4 and Tag Manager to enhance tracking capabilities and performance insights as part of my role as Blog Manager.
- Served as Conferences Liaison Manager** at Watersky Digital, overseeing partnerships, speaker engagement, and event coordination to elevate brand presence across industry events.

Digital Marketing Trainee

Mar 2021 - Jun 2021

Digital Minds, Hamburg

- **Conceptualized, designed, and launched multiple WordPress websites**, aligning UX/UI with strategic brand goals and performance KPIs.
- **Developed SEO-optimized content**, implementing both on-page (internal linking, meta-tag optimization) and off-page strategies to increase organic visibility and drive traffic growth.

Market Research Analyst

Feb 2018 - Jun 2018

Euromonitor International, Cairo

- **Led comprehensive market research initiatives**, combining fieldwork to identify products and key players with desk research to estimate market size and shares.
- **Conducted in-depth industry interviews** to gather qualitative insights, enriching data accuracy and depth.
- **Synthesized and analyzed diverse data sources** to produce precise market estimates and actionable intelligence.
- **Authored detailed reports** summarizing findings and strategic recommendations for stakeholders.
- Demonstrated strong autonomy and accountability, consistently delivering high-quality, timely results with minimal supervision.

Project Manager

Jan 2010 - Mar 2015

GTE J. Marcou & Co., Cairo

- **Project Manager for the successful introduction of the first digital franking machines in the Egyptian market**, leading collaboration between Egypt Post and Neopost.
- Directed a cross-functional team providing **on-site support and troubleshooting**, ensuring seamless deployment and operational stability for Egypt Post.
- Contributed to the development of a **mail sorting machine project**, enhancing postal automation capabilities.

Teaching assistant and Mechanical Engineering (Meng) graduate

Sep 2009 - Dec 2009

The American University in Cairo

- **Instructed undergraduate students in Meng 355 and 356 Labs**, demonstrating subject mastery and teaching skills as part of a prestigious University Fellowship.

Education

Data Analytics Career Accelerator

Feb 2025 - Sep 2025

London School of Economics

Bachelor of Science - Mechanical Engineering

Sep 2003 - Jan 2009

American University in Cairo

- Bachelor of Science in Mechanical Engineering Summa Cum Laude – **Top student in the major - GPA 3.89**
- Certificate of Academic Honor for outstanding Academic achievement in Mechanical Engineering 2006, 2007 and 2008
- **Highest GPA** in the major Spring 2006 & 2007
- **Shell Award 2007**

Volunteer Work

Community Engagement & Leadership

Active volunteer at Ava Petrus Church in Hamburg since 2021, teaching children aged 4–9 in Arabic and German, leading arts & crafts sessions, and coordinating the church's first Sunday school camp with 20+ volunteers. Previously served as Head of the Development Program at Cairo International Model United Nations (CIMUN), where I led initiatives across Egypt, raised funding, partnered with NGOs like UNDP, and organized campaigns on the Millennium Development Goals. Contributed to landmine awareness and rehabilitation projects, including distributing prosthetic limbs to affected residents in El Alamein.