Data Analyst

ABDALLAH MUHAMMAD

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CAREER OBJECTIVE

Detail-oriented Data Analyst with expertise in SQL, Python, Power BI, and Excel seeking to leverage statistical knowledge and technical skills to transform data into actionable business insights. Driven to translate complex datasets into clear, actionable recommendations that enable informed decision-making and measurable business impact.

TECHNICAL SKILLS

- **MySQL**
- **Microsoft Excel (Pivot Tables, Power Query, Power Pivot)**
- **Microsoft Power BI**
- **Python (Pandas, NumPy, Matplotlib, Seaborn)**
- **Git/GitHub**

SOFT SKILLS

- **Detail-oriented**
- **Teamwork & collaboration**
- **Problem-solving**
- **Decision-making**
- **Research skills**
- **Critical thinking**

EDUCATION

BACHELOR OF SCIENCE | Helwan University

October 2020 – August 2024

Major: Statistics and Computer Science

DATA SCIENCE INTERNSHIP | ALX

May 2023 – August 2024, **Cairo, Egypt** (Hybrid)

- Performed data cleaning and preprocessing using SQL and Python to ensure data quality and accuracy.
- Created interactive dashboards and reports in Microsoft Power BI and Excel to visualize key trends and communicate insights to stakeholders.
- Developed predictive machine learning models using Python's scikit-learn library and delivered data-driven solutions to support business decision-making.

EXPERIENCE

International Technical Advisor | VOIS (Full-Time)

December 2024 – August 2025, **Cairo, Egypt** (Hybrid)

- Provided technical support for Vodafone UK's home broadband customers through calls and tickets.
- Diagnosed and resolved connectivity issues, coordinated engineer appointments, and conducted remote video assessments to troubleshoot customer problems.
- Delivered customer-focused solutions to ensure service quality and customer satisfaction.

PROJECTS

Digital Marketing Analytics in Power BI – Personal Project
[Project Link](#)

- Designed and built a comprehensive Power BI dashboard analyzing digital marketing data, utilizing star schema data modeling with 3 core tables and a Calendar table to enable time intelligence analysis.
- Developed DAX measures including Click-Through Rate, Cost per Acquisition, Conversion Rate, and Month-over-Month growth metrics to track campaign performance trends and identify optimization opportunities.
- Created an interactive 3-page dashboard with bookmarks, field parameters, and Top N filters to analyze conversions across multiple dimensions like platform, demographics, time periods.

HR Analytics – Capstone Project
[Project Link](#)

- Built end-to-end HR analytics solution analyzing employee attrition patterns using Power BI, Power Query, and DAX to deliver data-driven workforce insights.
- Connected relational data model and created 15+ custom DAX measures to track KPIs including attrition rates, tenure analysis, and performance metrics across 1,470 employees.
- Conducted exploratory data analysis identifying key retention risks: new hires, frequent travelers, and specific department-role combinations.
- Developed interactive 4-page dashboard with advanced features including drill-throughs, dynamic filtering, and cross-page navigation.

Customer Churn Analysis – Capstone Project
[Project Link](#)

- Analyzed customer records using Excel PivotTables and advanced formulas to identify churn patterns and drivers.
- Built interactive dashboard with KPIs and visualizations revealing churn rate, with California showing critical churn.
- Identified seniors as highest-risk demographic and delivered targeted retention recommendations based on support quality insights.

LANGUAGES

- **Arabic** (Native)
- **English** (Professional)
- **Spanish** (Elementary)