

# ABDELRAHMAN AHMED

## Data Analyst

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### PROFESSIONAL SUMMARY

Data Analyst skilled in Python, SQL, and modern BI tools, with a proven ability to translate raw, complex datasets into actionable insights. Experienced in data cleaning, exploratory analysis, and building interactive dashboards that support strategic, data-driven decisions.

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### PROJECTS

Engineered a multi-region Power BI analytics solution for \$900M Adidas sales data, integrating advanced DAX models, clustering-based product segmentation, and geospatial trend mapping to surface 15% YoY growth disparities and inform strategic inventory allocation—GitHub: [\[link\]](#).

Designed SQL- and Excel-driven analytics pipeline across 817K transactions (\$817K revenue), applying time-series decomposition to identify 35% weekend peak patterns, and implementing ABC-XYZ/Pareto inventory optimization to unlock 12% operational efficiency—GitHub: [\[link\]](#).

Built an interactive Power BI risk intelligence dashboard covering 37K policies and \$187.8M in claims, incorporating calculated loss-ratio metrics, Monte Carlo pricing simulations ( $\pm 10\%$  variance), and anomaly-detection drilldowns for underwriting and fraud insights.—GitHub: [\[link\]](#).

Developed an end-to-end customer retention analytics pipeline using Python (Pandas, Scikit-learn), SQL-based cohort analysis, and RFM segmentation, culminating in an executive Tableau dashboard with churn prediction insights that informed actions reducing churn by 20%—GitHub: [\[link\]](#).

## RELEVANT EXPERIENCE

Data Analyst — Online Retail Customer Segmentation & Churn (Self-Directed)  
2025 – Present

- Executed an end-to-end e-commerce analytics project using Python and SQL to clean, transform, and model customer behavior and transactional revenue.
  - Performed RFM segmentation and cohort-based churn estimation, identifying high-value customer groups and risk segments for retention focus.
  - Built a Tableau executive dashboard (heatmaps, survival curves, KPIs) to communicate insight-driven recommendations that reduced churn by 20%.
  - Tools: Python (Pandas, NumPy, Scikit-learn), SQL, Tableau.
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## EDUCATION

### University

B.Sc. Artificial Intelligence, Delta University  
for Science & Technology | Expected 2027

## CERTIFICATIONS

IBM Make an Impact with Data Analytics

## SKILLS

- Programming: Python (Pandas, NumPy, Matplotlib)
- Databases: SQL
- Tools: Excel, Power BI
- Analysis: Data Cleaning, Statistical Analysis

## LANGUAGES

Arabic (Native), English (Good)