# YASSER ALLAM

## Data analyst

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## SUMMARY

As a passionate Data Analyst, I excel in transforming complex datasets into actionable insights that drive strategic decision-making. My experience includes analyzing business performance, tracking trends, and creating impactful dashboards using tools like Power BI, SQL, and Excel. I thrive on uncovering patterns and opportunities for improvement, delivering valuable, data-driven narratives to support organizational objectives

## PROJECTS

### Data Jobs Dashboard

This dashboard was created for Job Seekers, Job Transitioners, and Job Sweepers to solve a common problem: information about the data job market is scattered and hard to grasp

- Created a dashboard for Job Seekers, Job Transitioners, and Job Sweepers to provide insights into the data job market
- Utilized real-world datasets of 2024 data science job postings to explore market trends and compensation
- Technologies Used: Excel, Power BI, Power Query, DAX

### Sales Dashboard

Analyzes and monitors key business performance metrics

- Built an interactive Sales Dashboard in Power BI to analyze and monitor key business performance metrics
- Provided insights into sales performance, profitability, discount impact, and customer trends
- Technologies Used: Excel, Power BI, Power Query, DAX

### Marketing Analytics Dashboard

This project analyzes customer purchasing data to uncover comprehensive insights into customer behavior

- Analyzed customer purchasing data to gain insights into spending behavior across various factors
- Identified high-spending regions and examined shopping trends between younger and older customers
- Evaluated the impact of discounts and promo codes on customer purchasing
- Technologies Used: Excel, Power BI, Power Query, DAX

## EXPERIENCE

### Custoumer Service

**Majorel**

📅 05/2023 - 11/2023   📍 Cairo

a global company that specializes in customer experience (CX) and business process outsourcing services

## SKILLS

Microsoft Power BI   SQL   Excel

GitHub   Power Query   DAX

## EDUCATION

**Administrative systems and information**

**Higher Institute for Advanced Studies**

📍 Cairo

## LANGUAGES

**English**   Proficient

**Arabic**   Native

## INTERESTS

🚩 **Reading**
Reading different genres of literature

💎 **Learning more**
I love spending my free time in learning more about my career

⭐ **listening Music**
Listening to various music styles