

Yasser Allam

Data Analyst

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Professional Summary

Analytical and detail-oriented **Data Analyst** passionate about turning data into actionable insights. Skilled in **Power BI, Excel, and SQL**, with hands-on experience in building interactive dashboards and conducting market analysis. Strong communicator with a solid foundation in data visualization, problem-solving, and performance tracking.

Projects

Data Jobs Dashboard

- Designed an interactive dashboard to help job seekers explore the 2024 data job market across industries and regions.
- Analyzed **1,200+ job postings** to identify top-demanded roles, salaries, and technical skills.
- Reduced data preparation time by **25%** through optimized Power Query workflows.
- Utilized **Excel, Power BI, Power Query, and DAX** for data cleaning and visualization.

Sales Dashboard

- Built a Power BI dashboard to monitor company performance and sales KPIs across multiple regions.
- Automated monthly reports and improved data refresh time by **35%** using Power Query and DAX.
- Delivered insights that helped identify **10% underperforming product segments**, guiding future marketing focus.

Marketing Analytics Dashboard

- Analyzed customer purchasing data to uncover key patterns and evaluate marketing effectiveness.
- Identified **high-value regions** and **age-based purchasing differences**, improving targeted campaign accuracy.
- Designed interactive visuals in Power BI, increasing report usability and clarity for business teams.

Skills

Tools: Power BI, Excel, SQL, Power Query, DAX, GitHub, C++

Data Skills: Data Cleaning, Data Visualization, Dashboard Design, ETL Processes, Data Modeling.

Soft Skills: Communication, Problem-Solving, Time Management, Teamwork, Attention to Detail.

Languages: Arabic(Native), English(Very Good).

Experience

Customer Service

Majorel | May 2023 - Nov 2023

- Supported international clients by resolving inquiries and ensuring customer satisfaction.
- Maintained an average **95% first-contact resolution rate** through clear and professional communication.
- Strengthened interpersonal and problem-solving skills while managing multiple customer requests daily.

Education

Bachelor of Systems and Informations

Higher Institute for Advanced Studies | Sep 2021 - Jul 2025

- GPA:** 3.06