

# Ammar Yasser Allam

## Data Analyst / BI Specialist

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### Summary

Dedicated **BI Specialist and Data Analyst** with 1-year of professional experience, blending my **engineering background** with a strong focus on data-driven decision-making.

I have conducted **analysis and reporting** to optimize **strategies**, ensuring efficient resource allocation and performance enhancement. Additionally, I collaborated on creating detailed **financial plans**, including budgets, forecasts, and predictive analysis, to support informed decision-making.

### Experience

#### Performance Analyst

[RATP Dev Mobility Cairo](#)

Dec 24' | Now

**Technologies:** SQL Server, power Query, Qlik Sence, Power BI, Excel, and Python

##### Green Line 3 Metro & LRT Capital Train Projects

- Conducted systematic data collection and validation across multiple departments to maintain data integrity and reliability.
- Produced comprehensive performance and operational reports for senior management on a weekly, monthly, and annual basis.
- Applied advanced Excel capabilities, including Pivot Tables, Power Query, and data visualization.
- Developed actionable insights through data transformation and visualization to support strategic decision-making.

#### Data Analyst

[Groovy Aesthetic clinics](#)

Jul 24' | Dec 24'

**Technologies:** SQL Server, Power BI, and Excel

- Collaborated with the finance team to develop comprehensive **financial plans** for the **upcoming year**. This involved detailed budgeting, including costs, expenses, and revenue forecasts for various services and months, along with predictive analysis for each service.
- Coordinated with **marketing team** and senior management to review performance metrics, **setting actionable** goals and **strategies** to enhance overall business performance.
- Conducted **periodic analysis** and reporting to guide **marketing strategies**, ensuring optimized resource allocation and performance enhancement.
- Generated detailed **dashboards and reports** to provide actionable insights.
- Developed and implemented **Power BI applications** on **Power BI Service** for multiple entities within the company,

#### Business Intelligence Specialist

[Comsys Software S.A.E](#)

Nov 23' | Jul 24'

**Technologies:** SQL Server, Power BI, Power Builder, and EazyCode

- Design interactive customer service operations dashboard in **Power BI**, offering real-time visibility into team and department performance metrics, facilitating data-driven decisions.
- Develop user-friendly database management system and desktop application with **EazyCode** tool, simplifying ticket data management for service admins without direct SQL Server interaction, streamlining customer service operations.
- Enhance restaurant's (POS) and hotel's dashboards using **Power BI** and **SQL Server** and implementing database **triggers** for data integrity and dynamic visualizations, aiding informed decision-making.
- Create modernized paginated reports for restaurant and hotel operation systems, utilizing **Power Builder** and **SQL Server stored procedures** for comprehensive insight, which improved client satisfaction by 30%.
- Implement **Multi\_language** reporting capabilities, allowing users to select preferred language parameters within reports, ensuring inclusivity across diverse user bases.
- Address hotel chain management's **critical reporting challenge** by developing stored procedures with hotel-specific database parameters, providing customized reports for each property from a centralized location, enhancing oversight and decision-making and enhanced operational efficiency by 40%.

Education

Bachelor of Mechanical Power Engineering

Mansoura University

Sep 16' | July 21'

Professional Development

Mohamed Radwan’s Mentorship Program: [Program Profile](#)

- Continuous development through expert guidance and knowledge base access.
- Participation in exclusive industry events and learning opportunities.
- Participation in workshops, and exclusive industry sessions.

Certificates

[Microsoft Certified: Fabric Analytics Engineer Associate](#)  Microsoft

Portfolio Projects

[Database Management System \(DBMS\) project](#)

- Created a (DBMS) project, including an Entity-Relationship Diagram (ERD) and Mapping.
- Used SQL for implementing OLTP, and Datawarehouse OLAP components.
- Managed challenges related to data integration, scalability, and complex data transformations.
- Used (SSIS) for seamless data extraction, transformation, and loading processes.
- Used (SSAS) to make cubes and (SSRS) to provide intuitive insights and reports for end-users.

[Sales Analysis & BI Cycle Project Using SQL, SSIS and Power BI](#) (*Interview Task*)

- Used Excel to prepare, transform the data and extract several insights.
- Used SSIS and SQL and created DWH with star schema.
- Connected the DWH to power bi and Designed business overview dashboards.

[Taxi Trips Analysis Project Using SQL, Power BI](#) (*Interview Task*)

- Designed business overview and car performance dashboards in Power BI.
- Presented compelling insights that drive informed decision-making.
- Demonstrated expertise in data importing and modeling within Power BI.

[Customer Satisfaction Analysis Using Python](#)

- Performed sentiment analysis on Amazon reviews to gauge the impact of customer sentiments on product ratings.
- Identified top 50 most helpful reviews and products with the most positive and negative sentiments to enhance customer

[Customer Segmentation Using Python](#)

- Conducted RFM analysis to segment customers based on buying patterns, providing insights for targeted marketing strategies.
- Visualized customer distribution across segments, enabling data-driven decision-making.

[Customer Lifetime Value Analysis Using Python](#)

- Estimated CLTV to understand customer worth and inform acquisition and retention strategies.
- Leveraged CLTV insights to improve customer relationships and drive business growth.

Skills

- **Structure Query Languages: SQL Server** (Join, Grouping, Union, Subqueries, Ranking Functions, Rules, Functions, View, Stored Procedure, Index Trigger, Cursor, Jobs, Backup & Restore)
- **Programming Language: Python** (Pandas, NumPy, matplotlib, Plotly, NLTK, Tqdm)
- **Database Design:** (ERD, EERD, Mapping, Implementation, OLTP)
- **Web Scraping**
- **XML:** (DTD File, Schema File)
- **Data Visualizations tools:** Power BI, Power Builder and SSRS.  
**BI tools: SSIS** (ETL, ELT, DWH, Data Marts), **SSAS** (Cubes, OLAP, ROLAP, HOLAP) **SSRS** (Reports)
- **Microsoft Excel:** (Pivot Tables, Advanced Functions, Nested Functions)
- **Version Control System:** Git & GitHub
- **Agile Development:**(Agile Scrum Framework).