

Alaa Oraby

Data Analyst



About Me



Analytical and detail-oriented Data Analyst with expertise in Python, SQL, and Excel. Skilled in collecting, cleaning, and analyzing large datasets to uncover meaningful insights and drive data-driven decision-making. Proficient in data visualization tools like Tableau and Power BI to effectively communicate complex findings to stakeholders. Passionate about transforming raw data into actionable strategies in both scientific and business contexts.



Education



2019 - 2023

- **University of Science and Technology at Zewail City**
(Biomedical Sciences Program - Bachelor's Degree)





Experience



Digital Egypt Pioneers Initiative- DEBI

2024



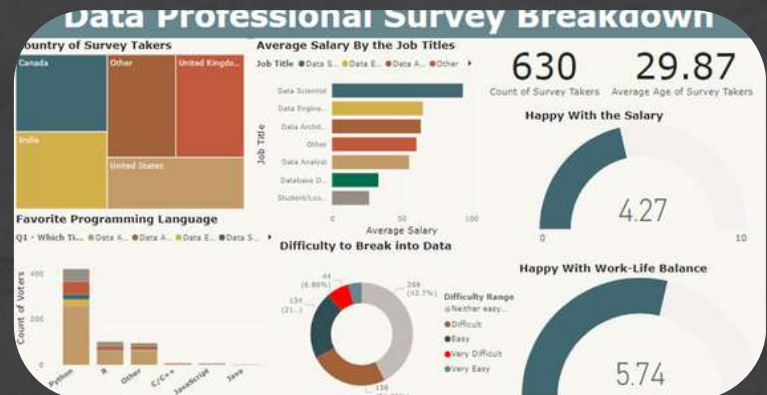
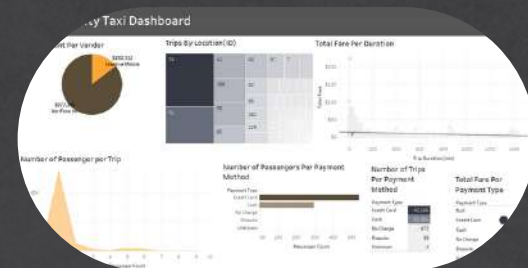
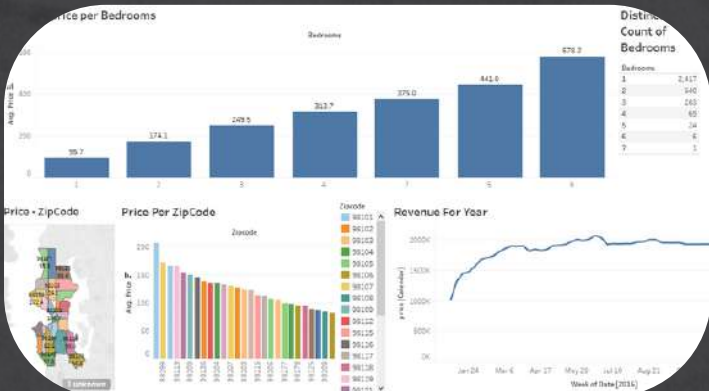
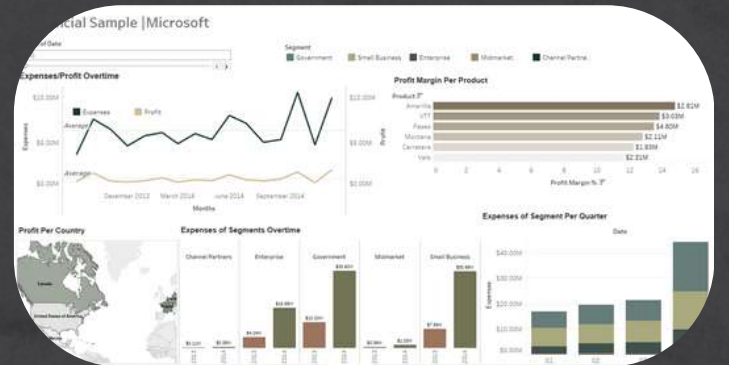
tableau

Power BI





Projects

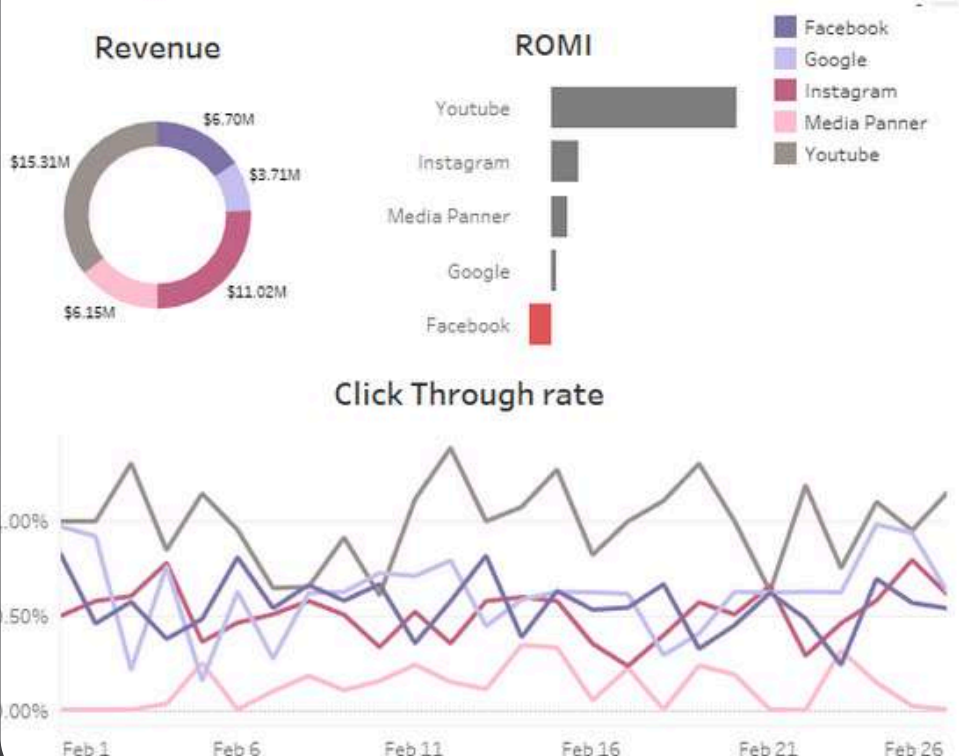


01 Marketing Campaign

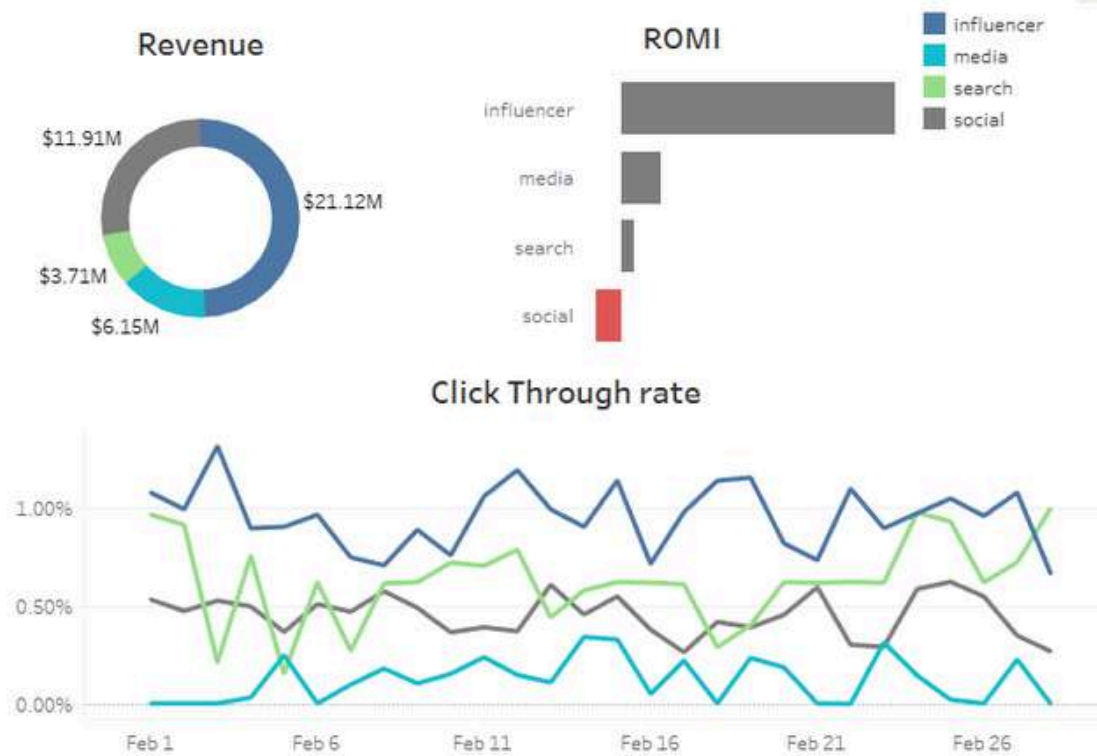
Digital Marketing Campaign Overview | February 2021

Revenue	Cost	ROMI	CTR	CR	CPC	CAC
\$42.89M	\$30.59M	0.40	0.19%	0.27%	\$10.20	\$466

Details by Source

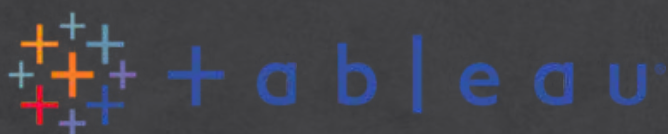


Details By Channel



This digital marketing campaign dashboard provides a snapshot of key metrics, including revenue, cost, Return on Marketing Investment (ROMI), Click-Through Rate (CTR), Conversion Rate (CR), Cost Per Click (CPC), and Customer Acquisition Cost (CAC).

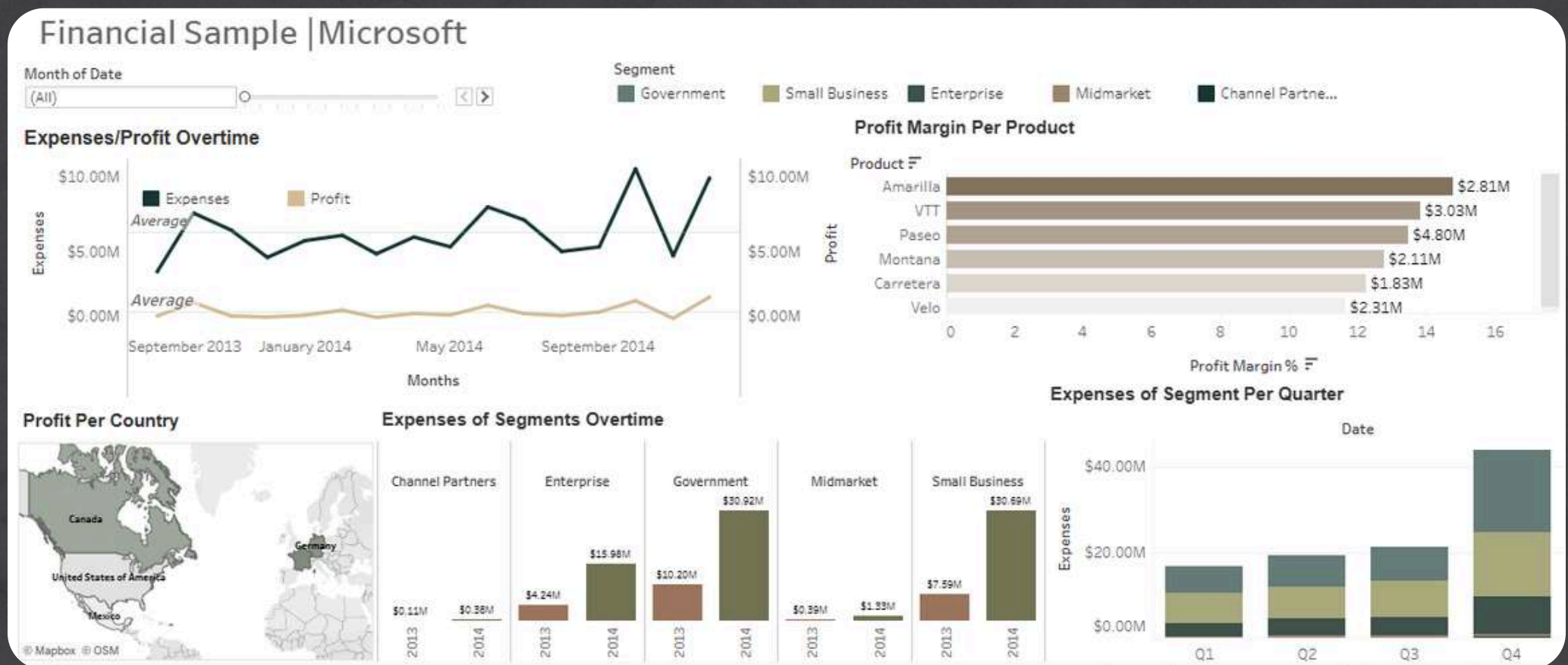
It offers real-time insights to help monitor campaign performance, optimize spending, and maximize returns by evaluating the effectiveness of each marketing channel.



[Link to the interactive Dashboard](#)

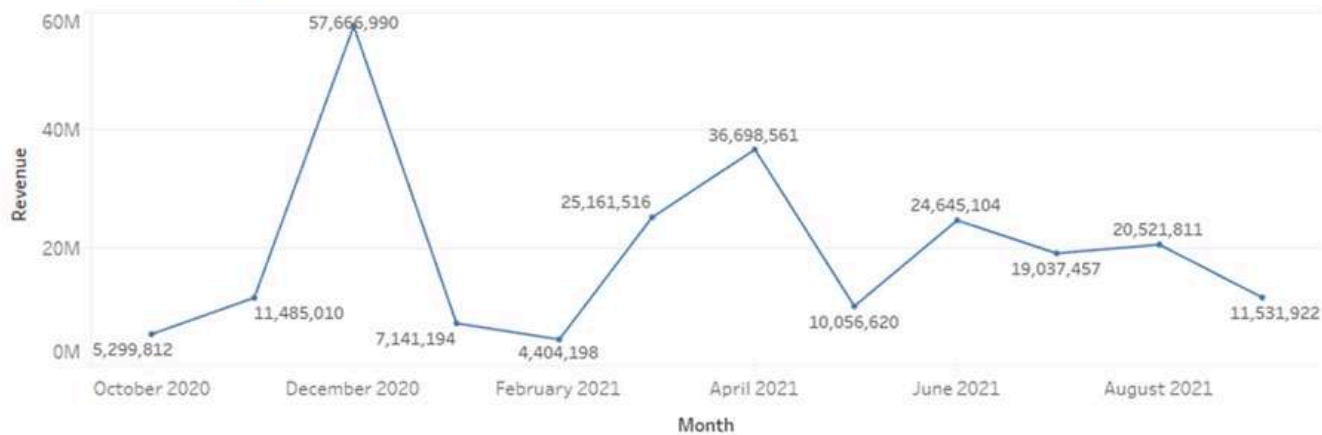
Dataset

02 Financial Sample

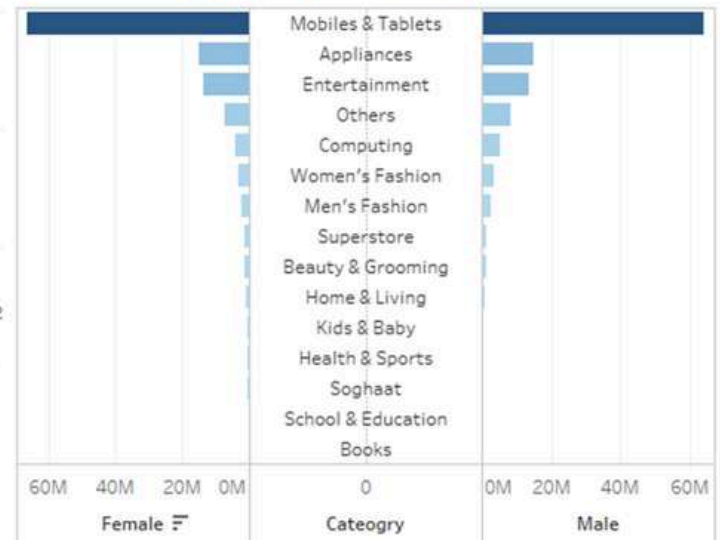


03 Sales Sample

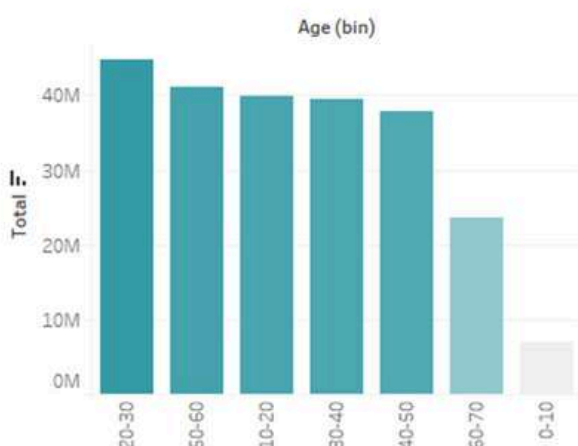
Revenue Per Months



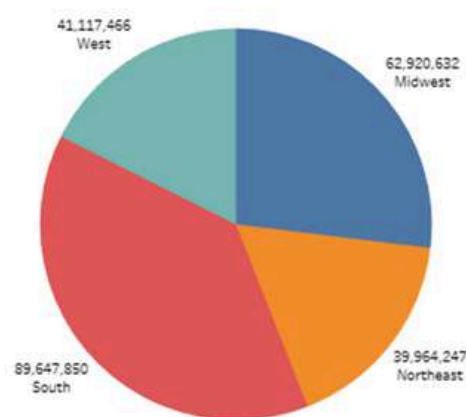
Revenue By Category and Gender



Revenue Based on Age



Revenue Per Region



This sales revenue dashboard presents a detailed analysis of revenue performance from various perspectives. The butterfly chart illustrates revenue by category and gender, clearly comparing sales trends across different demographics. Additionally, revenue analysis by age group provides insights into purchasing behaviors and preferences, helping to tailor marketing strategies. The revenue breakdown by region highlights geographical performance and identifies areas of strength and potential growth opportunities.

These visualizations support informed decision-making and strategic planning.



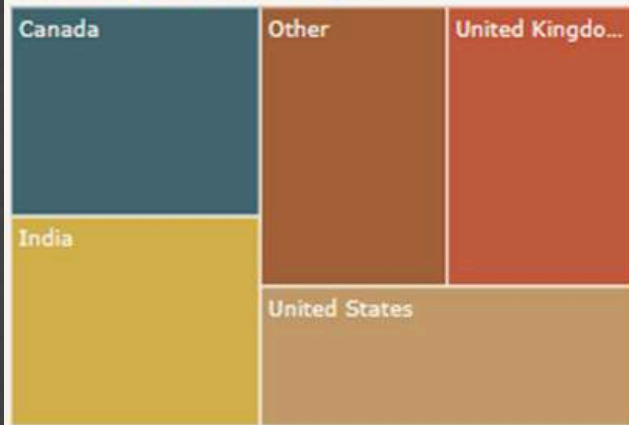
[Link to the interactive Dashboard](#)

Dataset

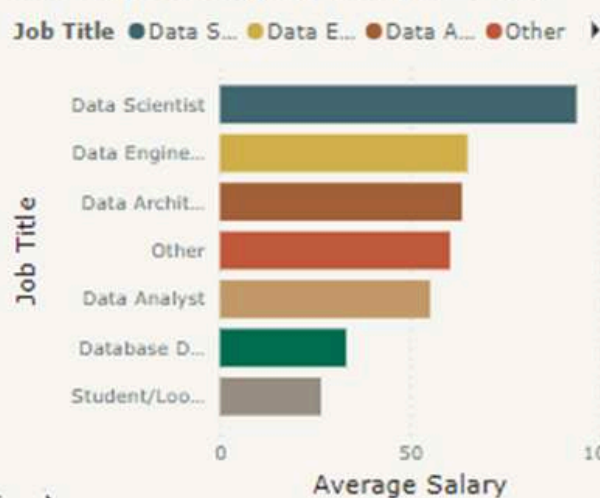
04 Data Professional Survey

Data Professional Survey Breakdown

Country of Survey Takers



Average Salary By the Job Titles



630

Count of Survey Takers

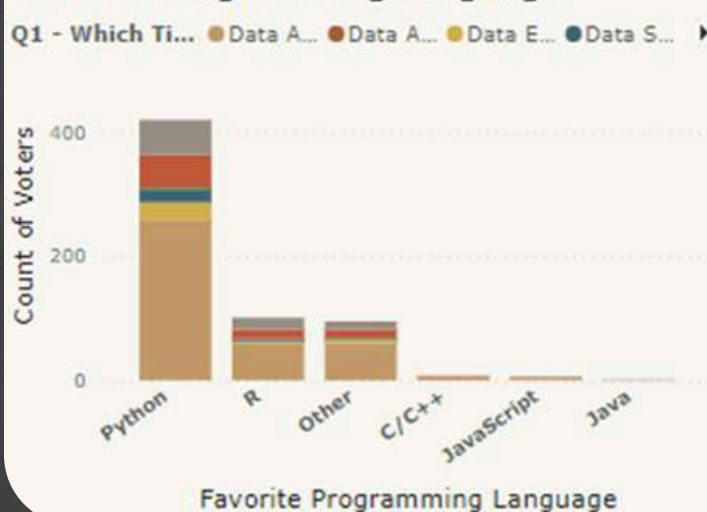
29.87

Average Age of Survey Takers

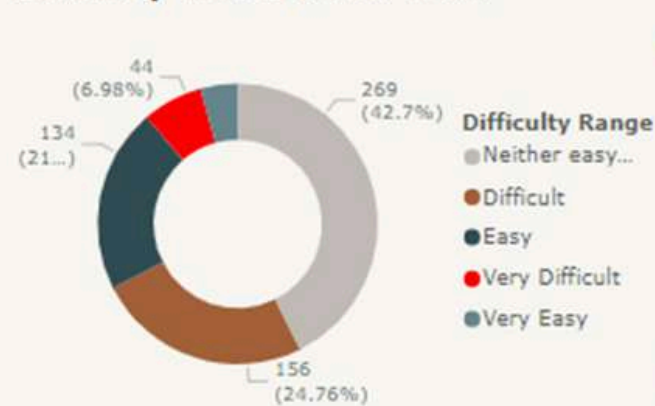
Happy With the Salary



Favorite Programming Language



Difficulty to Break into Data



Happy With Work-Life Balance



This data professional survey dashboard offers insights into key metrics across different countries. It presents the average salary by job title, allowing for a comparison of compensation trends in the data field. The survey also highlights the most favored programming languages, showcasing industry preferences and potential skill development areas.

This examines professionals' happiness levels and perceptions of work-life balance, providing a comprehensive view of job satisfaction and quality of life.

Power BI

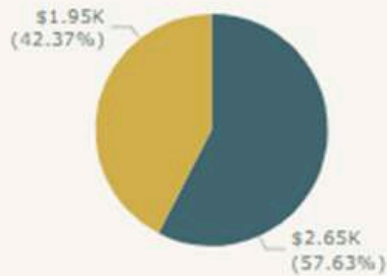
Dataset



05 Bestsellers Books

Insights about Bestsellers Books

Sales Per Genre



\$12

Median of Price

\$105

Max of Price

3M

Number of reviews

350

Number of Books

248

Number of Authors

Average of User Rating by Genre



Average of User Rating



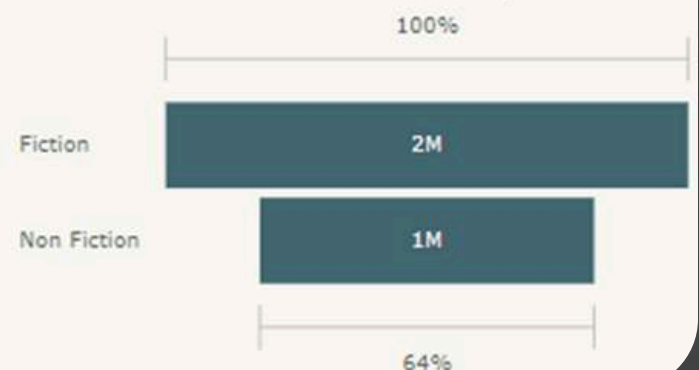
Average of Price by Year



Average of Price



Sum of Number of reviews by Genre



This bestseller books dashboard analyzes key metrics across genres. It displays sales per genre to highlight market trends, alongside the average number of users pairing with each genre, indicating popularity. Average user ratings reveal reader satisfaction, while the average price by year and overall average prices show pricing trends. Additionally, the total number of reviewers by genre measures engagement.

These insights collectively inform publishing and marketing strategies.

Power BI

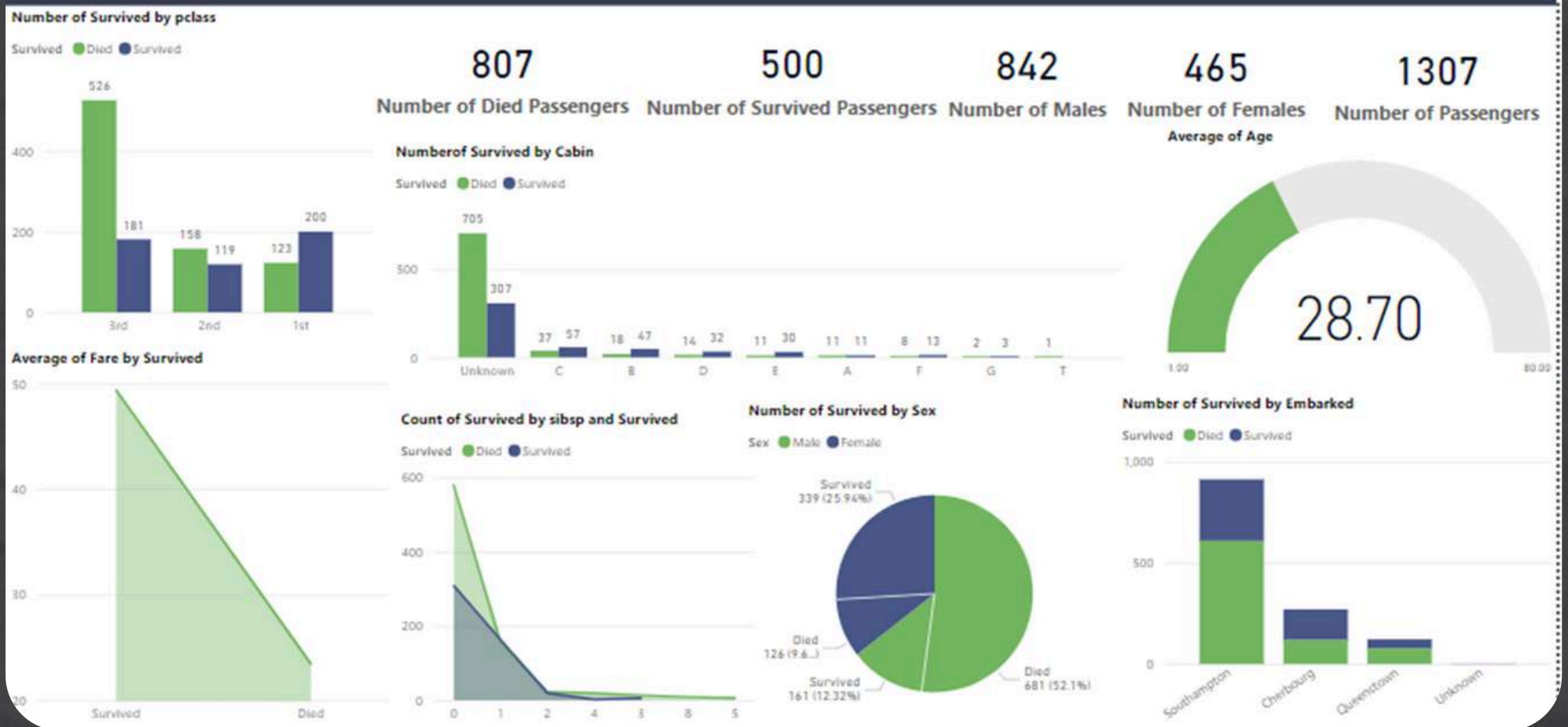
Dataset



06

Historical Data of Titanic

Insights Form Titanic Dataset



The Titanic dataset provides a comprehensive overview of passenger survival, distinguishing between those who survived and those who perished. It includes breakdowns by gender, revealing survival rates for males and females, as well as overall passenger demographics. Age distribution highlights trends related to survival, while fare analysis examines ticket prices to survival status. Additionally, the dataset includes embarkation points, allowing for geographic analysis of survival rates. Together, these insights enhance understanding of the factors influencing survival during the Titanic disaster.

Power BI

Dataset

DATA ANALYST



CONTACTS



[LinkedIn](#)



[Github](#)