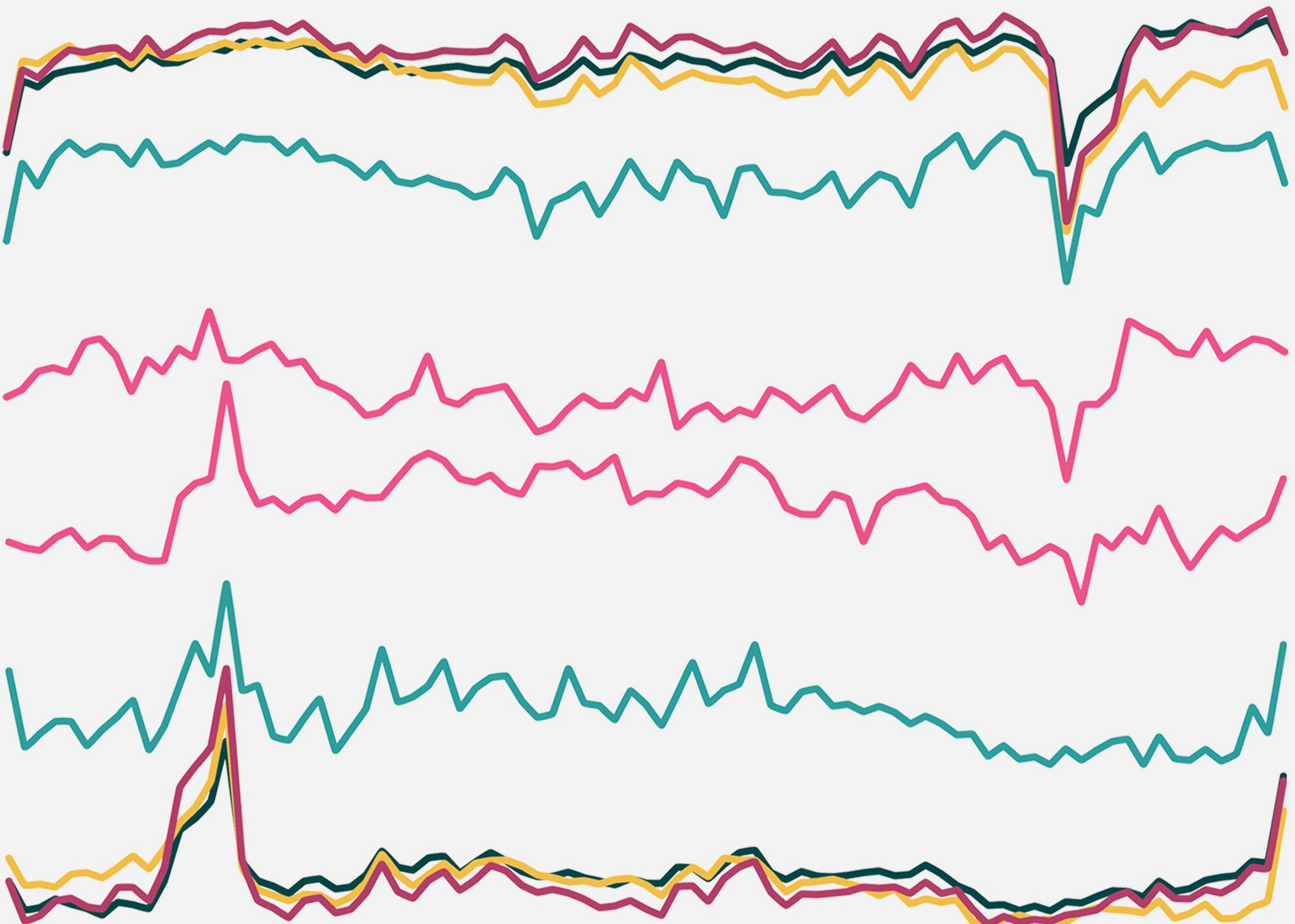


Ali Naghibi

Datenanalyst



Experte darin, Zahlen in Erzählungen zu verwandeln.

Average Sold Product Value

\$403



Cumulative Discount

\$468,955



Unique Customers

18,553



Shipping Destinations

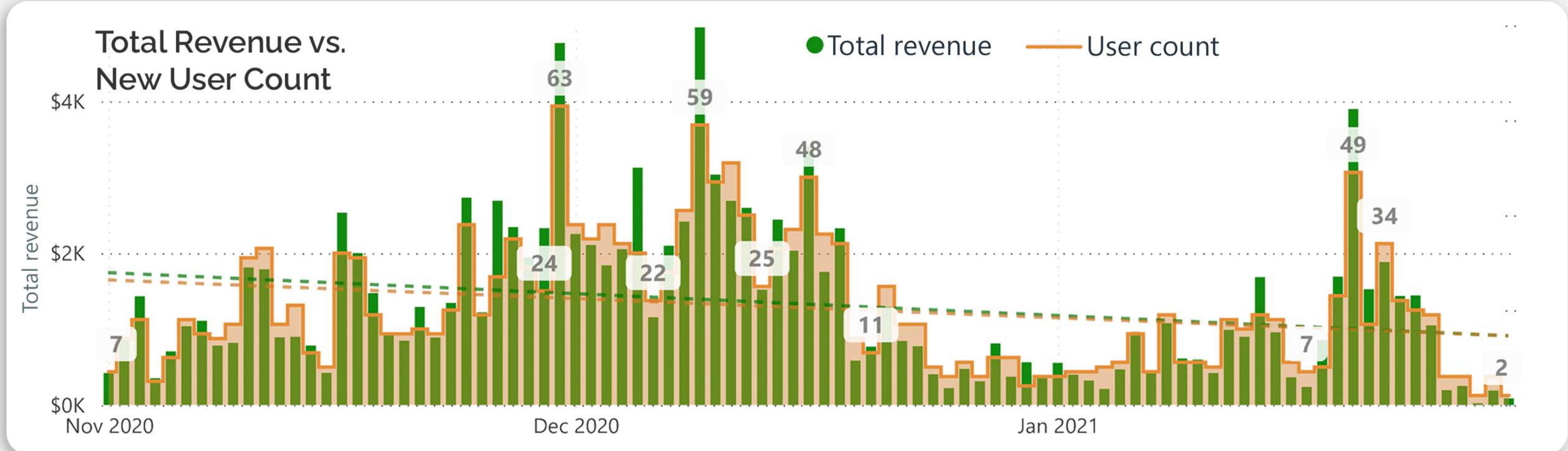
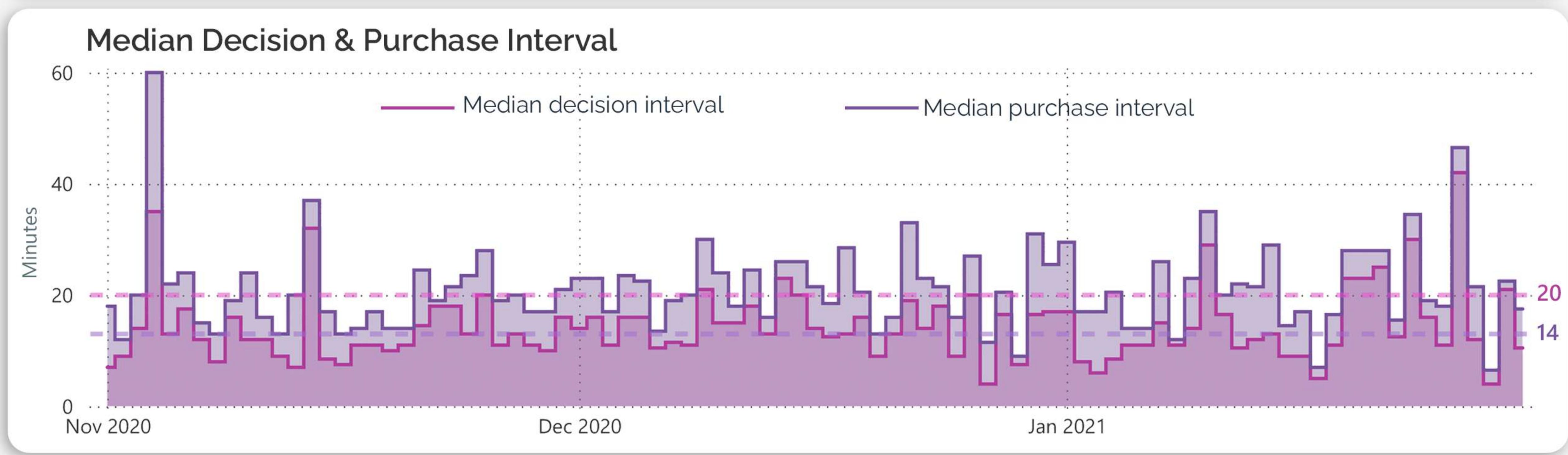
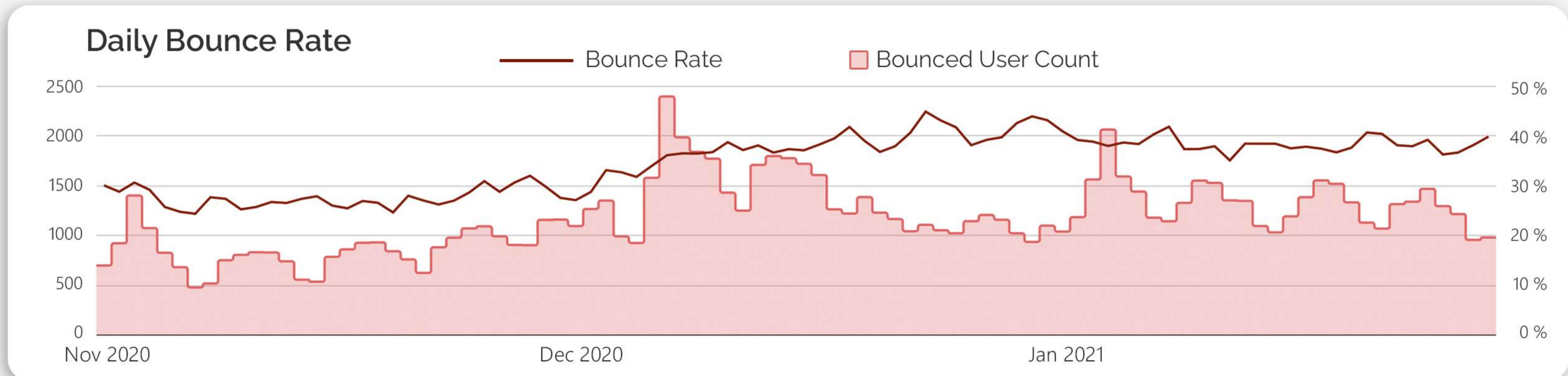
539



Mit fundierter Erfahrung in Power BI, Tableau, SQL und Excel sowie einem ausgeprägten Blick für Details, transformiere ich Rohdaten in umsetzbare Erkenntnisse. Analytisch im Kern und kreativ im Ansatz, überbrücke ich die Lücke zwischen Daten und konkreten Handlungsempfehlungen.

Ad-hoc-Analyse

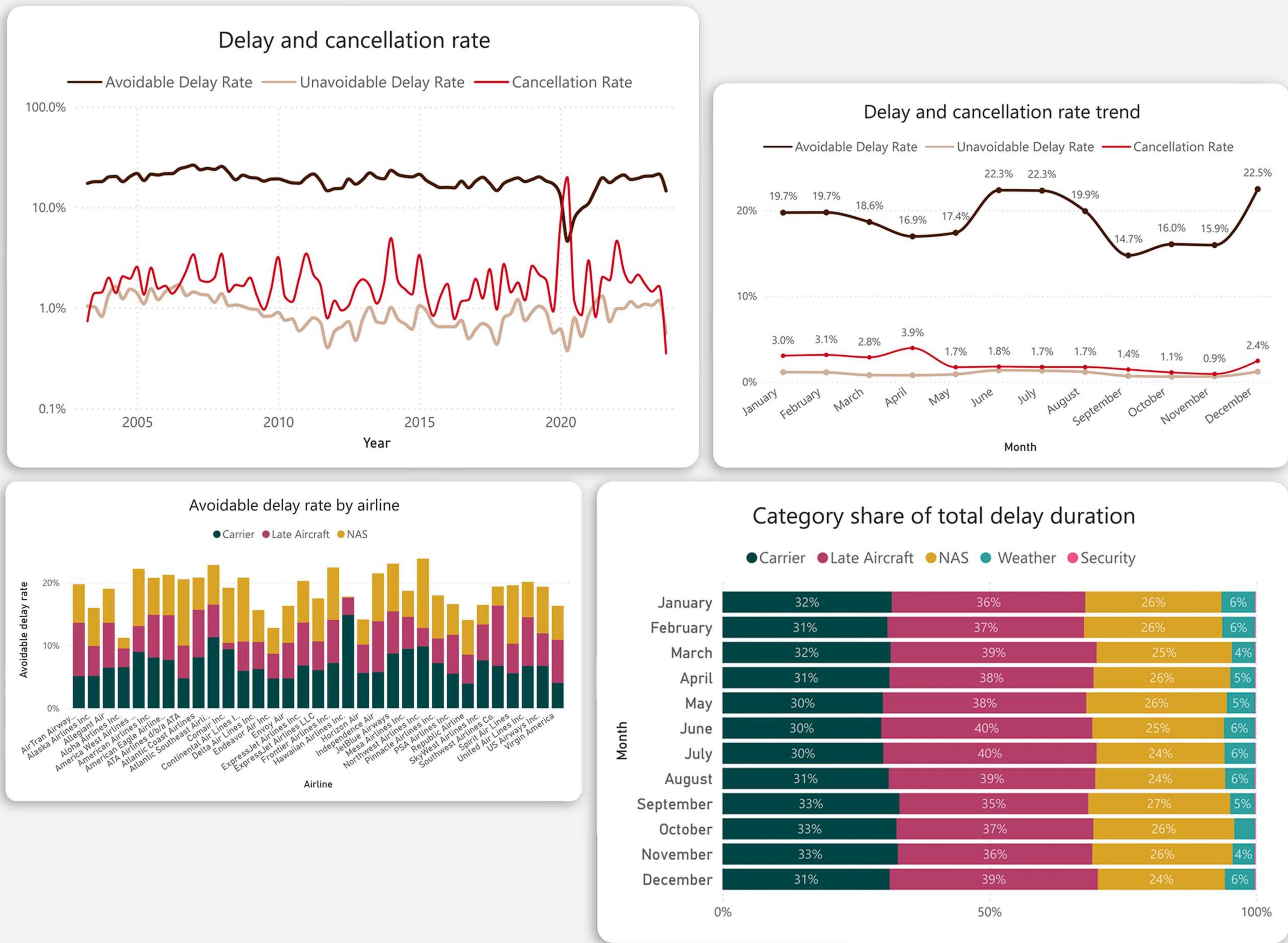
Auswertung von geschäftskritischen Faktoren und Untersuchung von Kundenverhalten, operativen Engpässen und Wertschöpfungspotenzialen.



Explorative Datenanalyse (EDA)

Verspätungen bei Inlandsankünften in den USA

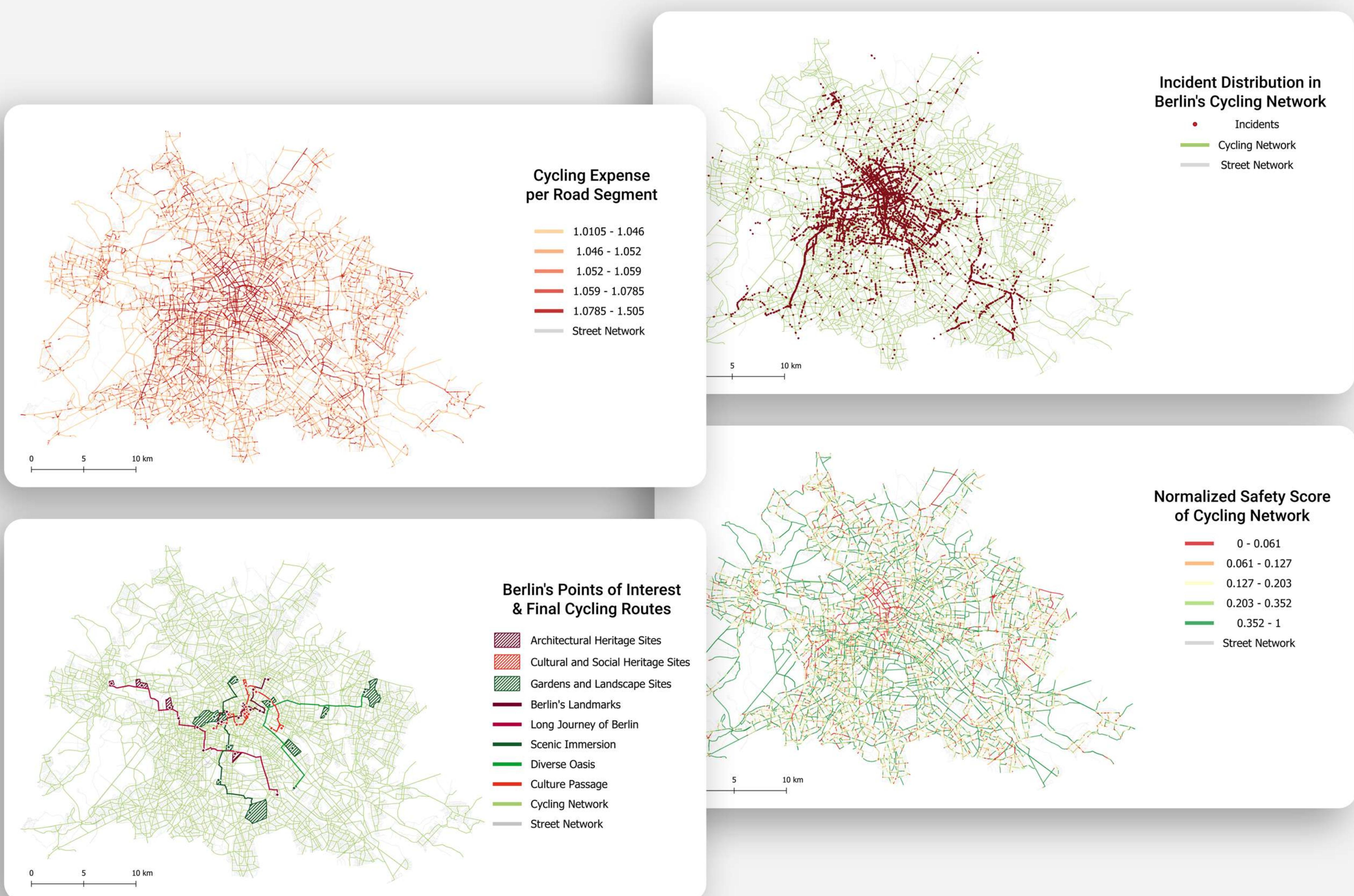
Umfassende Analyse landesweiter Flugverspätungstrends auf Basis umfangreicher Datensätze, mit Fokus auf zentrale Einflussfaktoren, Unterschiede zwischen Airlines und Jahreszeiten sowie messbare Auswirkungen auf die betriebliche Effizienz.



GIS-basierte Sicherheitsanalyse und Routenmodellierung

Entwicklung sicherer Fahrradrouten zur Erkundung von Berlins Kulturerbestätten

Umwandlung crowd-basierter Geodaten in ein belastbares Analyseframework zur Lösung realer Mobilitätsherausforderungen.





Dashboard-Design

Veranschaulichung der Aussagekraft von Daten durch klare, zielgerichtete Visualisierungen, die Erkenntnisse sichtbar und verständlich machen.

Dokumentation und Reporting

Klare und strukturierte Dokumentation des Workflows, die Transparenz, Reproduzierbarkeit und eine effiziente Kommunikation mit Teammitgliedern und Stakeholdern sicherstellt.

descriptive data including street and district name and when applicable, the street class in accordance with Berlin's street hierarchy.

3. **Heritage Site Dataset:** Obtained from Berlin State Heritage Office and curated from more than 12,000 entries on the original list. Each heritage site was georeferenced based on its street address and was appointed a category for the purpose of the research.

4. Berlin Cycling Network: Obt

Transport, Climate Action, and Berlin Mobility Act (MobG BE) facilities in Berlin. This dataset main network for locating the i and contains descriptive info neighborhood, and district.

All datasets were transformed to a common coordinate system (**Zone 33N, EPSG:25833**) to enable spatial analysis. The point datasets were imported as point layers into **QGIS**, while the hybrid dataset depending on the asset type was imported as polygon layers. The flow datasets were imported as line layers and linked to them.

Data Cleaning Procedures included:

- Removal of duplicate lines in the data.
 - Filtering out mountain bikes and other types of bicycles, leaving only ones in which the ride was either 10 or 20 minutes long.
 - Giving a 10 meters buffer radius around each point and adding it as a new column to factor in the width of bicycle lanes.
 - Joining the bike traffic data with the buffer data and removing the overlapping lines.
 - Calculating the median for daily bicycle traffic counts and appointing the amount to the corresponding buffer area.

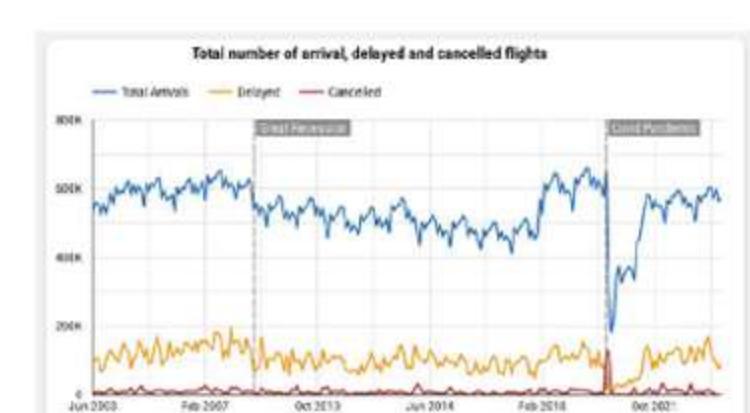


Fig. 1: Total number of arrivals, delays and cancellations from 2003-2022

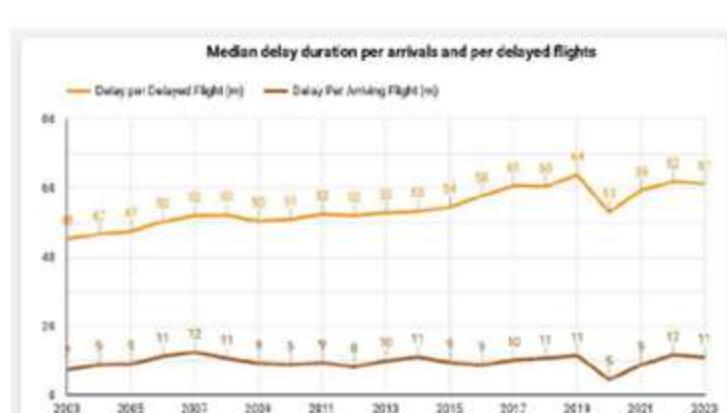


Fig. 2: Median delay duration by arrival and delayed arrival

The breakdown of delayed arrivals indicates that the major causes of delay are late aircraft (6.62%), NAS (6.2%), and airlines (5.64%). Seasonal trends reveal a 5-6% rise in delays during summer and December, with a sharper increase in airline and late aircraft delays during these periods.

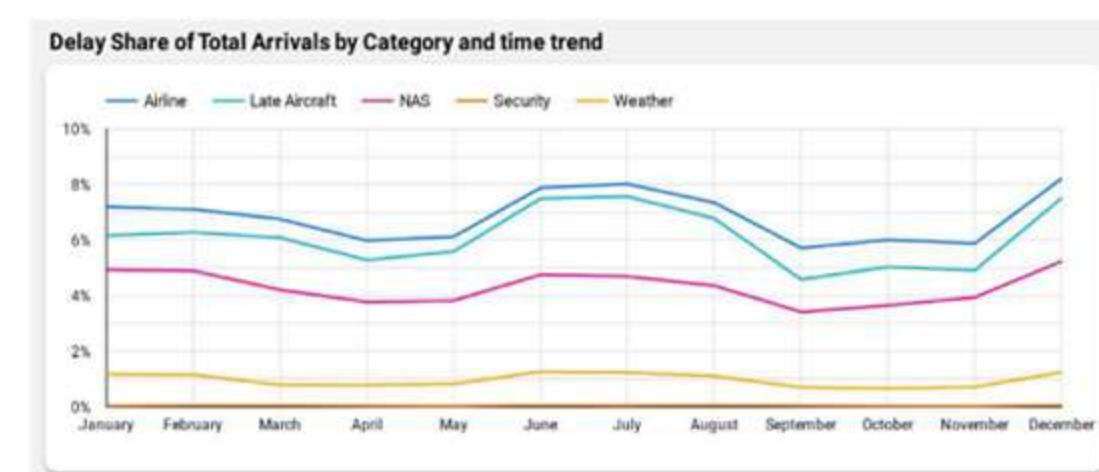


Fig3: Seasonal trend of delays by reason

- Standardizing attribute naming conventions across datasets to allow relational joins in QGIS and SQL queries.

The integrated geodatabase allowed spatial joins between incidents, flow points, and heritage locations via a road network for route scoring and subsequent evaluation.

4.1.2 Development of the Safety Scor

A segment-based safety score was calculated for each segment in the Berlin cycling network, taking into account traffic volume, and road length, with adjustments made for the speed limit.

The base **Incident Density Score** was

Incident Density Score

These routes also include strategic rest points near cafés, public seating, and points of interest, ensuring that the journey is as much about the urban atmosphere as the heritage destinations themselves. Each individual route crosses the locations of another list and group in a few cases which reminiscences the user of their past journey on another route and gives them a complimentary sense of place and experience.

For each route, two alternatives were created and their Cost Score was compared to select the one with better outcome. The following table shows the results of this comparison and the more suitable routes as final outcomes.

Route	Length (km)	Avg. Cyclist Count	Avg. Incident density	Avg. Safety Score	Total Cost
Berlin's Landmarks 1	14.539	1135.5	0.027	0.260	120.57
Berlin's Landmarks 2	13.824	1008	0.028	0.296	118.26
Long Journey of Berlin 1	28.533	1015.9	0.018	0.326	202.842
Long Journey of Berlin 2	29.511	1124.8	0.017	0.387	195.188
Scenic Immersion 1	18.024	949.8	0.060	0.197	156.264
Scenic Immersion 2	19.613	880.9	0.077	0.172	140.226
Diverse Oasis 1	23.579	1151.4	0.015	0.383	136.07
Diverse Oasis 2	26.942	1094.9	0.018	0.346	179.744
Culture Passage 1	17.395	997.9	0.032	0.220	160.352
Culture Passage 2	21.999	1281	0.038	0.235	184.964

Table 1. Reduction of energy demand by the introduction of a new system.

As a result of this comparison, the following alternatives have been chosen as final solutions: **Berlin's Landmarks 2**, **Long Journey of Berlin 2**, **Scenic Immersion 2**, **Diverse Oasis 1** and **Culture Passage 1**.