Amr Mousa

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✉ E-mail | in Linkedin | 🌐 protfolio

PROFILE

Data analyst with a strong foundation in data cleaning, visualization, and reporting. Skilled in SQL, Excel, and Power BI to transform raw datasets into actionable insights. Experienced in building dashboards, analyzing KPIs, and presenting findings that support strategic decision-making. Certified by IBM and Google in Data Analytics, with proven project experience in financial, administrative, and competitor data analysis.

EDUCATION

Bachelor of Chemical Engineering   Sep 2023

Higher Institute of Engineering & Technology in New Damietta

SKILLS

Technical Skills

- SQL: Queries, joins, aggregations, CTEs, query optimization.
- ETL & Data Preparation: Data cleaning, transformation, loading (SQL, Excel Power Query).
- Data Analysis: Advanced Excel (formulas, pivot tables, Power Query), KPI tracking.
- Data Visualization: Power BI dashboards, DAX measures, storytelling with data.
- Database & Modeling: Relational databases, star schema design, data modeling.

Soft Skills

- Problem-solving and decision-making under pressure
- Strong analytical thinking with attention to detail
- Collaborative teamwork and adaptability
- Clear and effective communication & storytelling

CERTIFICATIONS

- *Google Data Analytics Professional Certificate*
- *IBM Data Analyst Professional Certificate*
- *Excel Skills for Data Analytics and Visualization – Macquarie University*

PROFESSIONAL EXPERIENCE

Data Analyst – CRM & Operations (Freelance)   Jul 2025 – Present

Root Line, New Damitta

- Built and managed a customized CRM in Google Sheets for the education/enrollment domain, tracking student enrollments, session logs, payment logs, invoices, leads, and customer data.
- Developed automated reports and dashboards to monitor enrollment trends, financial flows, and operational KPIs.
- Improved data accuracy and transparency, enabling better decision-making for management.
- Supported staff in adopting and using the CRM effectively, ensuring smooth integration into daily operations.

Data Analyst – Financial & Administrative Data (Freelance)   Jan 2025 – May2025

Oxygen Gym, New Damitta

- Consolidated financial and operational data (revenues, expenses, employee performance) using Excel.
- Designed a Power BI star schema model with interactive dashboards for profitability and cost management analysis.
- Recommended improvements in cost allocation and employee performance evaluation, enhancing financial efficiency.

Data Analyst – Competitor Analysis (Part-time)   Aug 2024 – Nov 2024

Iris Communications, Roxy Sq, Cairo

- Collected and cleaned competitor data from reports, websites, and social media, ensuring accuracy and consistency
- Developed Power BI dashboards to visualize KPIs (market share, customer preferences, social media presence)
- Delivered actionable insights that guided strategic decisions and identified competitor strengths/weaknesses

LANGUAGES

- Arabic: Native
- English: Fluent (professional working proficiency)