Aya Hafez

Data Analyst

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Summary

Experienced computer engineer with a decade of expertise in marketing, e-commerce, and sales, Skilled at translating raw data into valuable business insights through interactive dashboards and automated reporting tools like SQL, Python, Power BI, Tableau, and Excel. Seeking transition to a role in data analysis or business intelligence, combining technical proficiency with strategic business acumen.

Professional Experience

Marketing Analyst

La Rosa Blanca   Present

- Analyzed marketing and revenue data, improving campaign performance by 15%
- Tracked digital KPIs and increased engagement by 20%

Data Analyst |Maps Evaluator

Peroptyx | Present

- Reviewed and validated 1,000+ map records with 95% accuracy
- Identified data gaps and reduced errors by 20%

Social Media Specialist

Orchid Business Group | May 2019 – Feb 2025

- Analyzed B2C campaigns, increasing engagement by 30%
- Optimized promotions contributing to 20% revenue growth

Education

Bachelor of Computer Engineering - Cairo University

- October 2010 – July 2014

Skills

Technical: SQL, Python, Power BI, Tableau, Excel (Advanced)

Projects

E-Commerce Analysis using SQL and Power BI
Optimized data workflows using SQL and DAX to analyze 50,000+ transactions, identifying key sales trends that led to a 5% increase in conversion rates and reducing data preparation time by 30% through automated ETL processes.

Call Center Analytics Dashboard using Power BI
Developed a Power BI dashboard that improved agent performance tracking, leading to a 15% reduction in Average Handle Time (AHT) and a 10% increase in Customer Satisfaction (CSAT) scores through data-driven feedback.

Project Management Analytics Dashboard using Power BI
Built a dynamic monitoring system that provided real-time visibility into project KPIs, resulting in a 20% improvement in resource allocation efficiency and reducing project delivery delays by 12%.

HR Analysis Dashboard using Excel
Expanded a comprehensive Excel dashboard utilizing advanced Pivot Tables and dynamic charts to analyze employee turnover and performance metrics, resulting in a **15% improvement in reporting speed** and providing actionable insights that helped **reduce recruitment costs by 10%**.

Courses and Certification

- Google Data Analytics Professional Certificate (ongoing)
- Business Statistics and Analysis Specialization, Rice University (Coursera)
- Ibn Sina Training Academy: Data Analysis with Power BI, SQL, Tableau, Python, and Advanced Excel
- 365 Data Science: SQL Course, SQL + Tableau Course