

Ayman Shehab

Data Analyst | Entry level

6th of October, Giza, Egypt

01289133238

Aymanali2193@gmail.com

Summary

Highly motivated and detail-oriented professional with 8 years of diverse experience in management, administration, and graphic design, now transitioning to a career in data analytics. Possess strong analytical skills, a keen eye for detail, and a proven ability to interpret data to drive business decisions. Adept at leveraging past experience in management and design to bring a unique perspective to data analysis. Recently completed training in data analytics, including proficiency in tools such as Python, SQL, and Excel. Ready to contribute to data-driven projects and support organizational goals with a fresh, analytical approach.

Work Experience

Virtual Data Analytics Internship | KPMG

June 2024, virtually.

- Completed a simulation focused on advising a client on customer targeting with the Data, Analytics & Modelling team
- Assessed data quality and completeness in preparation for analysis
- Analyzed data to target high-value customers based on demographics and attributes
- Developed dashboards to communicate findings with visuals

KPMG AU Data Analytics Skills Learned

- ANALYTICAL DASHBOARD CREATION
- CUSTOMER SEGMENTATION
- DATA ANALYTICS
- DATA DASHBOARDS
- DATA DRIVEN PRESENTATIONS
- DATA QUALITY ANALYSIS
- DATA VISUALISATIONS
- PRESENTATIONS

MARKETING PLUS | Creative director and Graphic Designer

Sep 2022 – Jan 2023, 6th of October.

- Managed design conceptualization, milestones and customer feedback.
- Collaborated with the marketing team to create engaging social media campaigns for different businesses.
- Completed final touches for projects before rollout.

RECTAA | Senior Graphic Designer

Jun2022 - August 2022, Cairo.

- Created digital image files for digital and traditional printing methods.
- Applied knowledge of production to generate high-quality images.
- Employed design fundamentals when selecting typography, composition, layout and color in design work.

MOMENTO | Branding Graphic Designer

Jan 2022 – May 2022, Cairo.

- built brand identities for local businesses.
- Developed print materials such as books covers, product labels, brochures, banners and signs.
- Created digital image files for use in digital and traditional printing methods.

TA TELECOM | Freelance Graphic Designer

Jun 2021 - Dec 2021, Cairo.

- Collaborated with the marketing team to deliver over 30 creative digital displays monthly, used in online advertising for local businesses and charities meeting the deadline.
- Produced a broad range of work using various design techniques.
- Created motion graphic videos for social media and advertising purposes.

KEMA | Graphic Designer

Nov 2019 - Mar 2020, Cairo.

- Managed design conceptualization, milestones and customer feedback.
- Provided support and trainings to new designers in advanced use of Design software.
- Shared fresh design perspectives and received constructive feedback from colleagues.

PYRAMIDS CC | Store Manager - Administrator

Feb 2017 - Jan 2019, 6th of October.

- Created and managed several accounting and inventory systems on Excel.
- Managed and produced statistical reports of all departments.
- Created business strategies to attract new customers, expand store traffic, and enhance profitability.
- Ensured store compliance with health and safety regulations.
- Prepared detailed reports on buying trends, customer requirements, and profits.
- Undertook store administration duties such as managing store budgets and updating financial records.
- Managed and overseeing shop operations, managing the sales floor and providing maximum profitability.
- Administrated accounting functions meeting monthly, quarterly

and annual sales and financial targets, managed the budget and generated payroll by adhering to payroll policy.

- Controlled inventory to ensure sufficient stock, daily and weekly counts, rotated and changed by season, shop specials or sales.
- Managed loss prevention through security requirements and monitoring strategies, auditing paperwork and inventory levels and appropriately handling broken or damaged merchandise.

Education

Port-Said University | Bachelor of Science in Management Information Systems.

2017, Port-said, Egypt.

Certifications

Google Data Analytics

1. Foundations: Data, Data, Everywhere
2. Ask Questions to Make Data-Driven Decisions
3. Prepare Data for Exploration
4. Process Data from Dirty to Clean
5. Analyze Data to Answer Questions
6. Share Data Through the Art of Visualization
7. Data Analysis with R Programming
8. Google Data Analytics Capstone: Complete a Case Study

Courses

Python for Data Science, AI & Development – IBM.

Excel Basics for Data Analysis – IBM.

Introduction to Statistics – Stanford University.

Understanding and Visualizing Data with Python – University of Michigan.

Business Metrics for Data-Driven Companies – Duke University.

Getting Started with R studio – Coursera.

Prepare, Clean, Transform, and Load Data using power pi – Coursera.

Introduction to data analytics – IBM.

Security and Privacy for Big Data - Part 1 – Coursera.

Python Programming Basics – Mahara-tech.

Skills

- Microsoft Excel
- SQL
- Query Tools
- R and R-studio

- Python
- Jupyter Notebook
- Tableau
- Microsoft Power BI

Transferable Skills

- Business Knowledge
- Analytical Thinking & Problem Solving:
- Visualization & Storytelling
- Project Management & Organization
- Attention to Detail & Accuracy
- Presentation skills
- Customer Focus & Relationship Building
- Strategic Thinking & Planning
- Adaptability & Learning Agility
- Teamwork & Collaboration
- Communication
- Accounting
- Sales
- Marketing

Interests

- Scientific Research
- Robotics
- Quantum computing
- Neuroscience
- Psychology
- Logic & Philosophy
- web applications
- Design
- Self-Development

Portfolio

- [Github](#)
- [Tableau Public](#)