

DEMIANA FAYEK SHAFIK ABDELMALAK

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Profile

Highly motivated **Data Analyst** with strong analytical skills and a proven ability to translate complex datasets into **actionable business insights**. Proficient in advanced data analysis using **Python**, specifically leveraging the **Pandas**, **NumPy**, and **Matplotlib** libraries. Expertise extends to advanced reporting and presentation using **MS Excel** and **PowerPoint**. Seeking to utilize technical proficiency to drive strategic decision-making and business growth.

Professional Experience

Freelance Data Analysis & BI Consultant (Project-Based) | Mostaqi | March 2025 – August 2025

- **Architected** and deployed a dynamic, interactive **Power BI dashboard** to monitor key business metrics, streamlining the client's weekly reporting cycle and resulting in **20% faster decision-making**.
- **Consolidated 5+ data sources** (e.g., CSV, Excel) and performed **end-to-end data modeling/ETL** within **Power BI**, ensuring high data cleanliness and accuracy for reporting.
- **Automated complex Google Sheets systems** that managed **100+ employee records**, utilizing advanced functions (**QUERY**, **IMPORTRANGE**) to **reduce manual data entry time by an estimated 50%**.
- **Instructed** end-users on effectively navigating and filtering the Power BI reports, fostering data self-service.

Projects

1. **Video games sales**
 - **Tools:** Python (Pandas, NumPy, seaborn, matplotlib).
 - **Description:** Engineered a complete data science workflow using **Python (Pandas, Scikit-learn)** for **data cleaning** and **EDA** on video game sales data. The project analyzed global and regional trends by platform, genre, and publisher, culminating in the development of a **predictive model** to forecast future sales.
2. **Supply Chain Management Dashboard**
 - **Tools:** Power BI.
 - **Description:** Engineered a comprehensive Power BI dashboard to monitor and optimize various aspects of the supply chain, including inventory, sales, and process times.
3. **Bank Loan Report: Data analysis and Visualization project**
 - **Tools:** Power BI, SQL
 - **Description:** Engineered a comprehensive Power BI dashboard to monitor and optimize key credit risk indicators, tracking \$38.6K applications, total funding, average interest rates, and Debt-to-Income (DTI) metrics.
4. **Stroke Prediction Model**
 - **Tools:** R (Data analysis, Feature Engineering).
 - **Description:** Formulated a predictive model to determine the likelihood of a stroke, leveraging **R** for data analysis and feature engineering.

Skills & Tools

🔗 Programming & Databases:

- **Python:** Pandas, NumPy, Seaborn, Matplotlib, Plotly, Scikit-Learn, Machine Learning, TensorFlow
- **SQL:** Expert (Complex Queries, Aggregation, Subqueries, MySQL/PostgreSQL)

🔗 Data Visualization & BI:

- **BI Tools:** Microsoft Power BI (Dynamic Dashboards, DAX, Data Modeling), Tableau
- **Spreadsheets:** MS Excel (Master-level: Pivot Tables, VLOOKUP/XLOOKUP, Modeling), Google Sheets (Advanced Automation)

🔗 Methodology & Analysis:

- Statistical Analysis, Descriptive Statistics, **A/B Testing**, Data Cleaning and **ETL** (Python/SQL), Requirements Gathering

🔗 Soft Skills:

- Problem-Solving, Communication & Storytelling (for non-technical stakeholders), Attention to Detail
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Education

- Bachelor of Computer and Information Sciences, Major in Information Systems, Asyut University
 - Graduated in May 2024
 - **GPA:** 3.5/4.0
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Certifications & Training

- **Microsoft Power BI Specialist | EYouth Company** - مبادرة رواد مصر الرقمية
 - **Full Stack Web Development Using MERN Intensive Code Camp (4 months) | Information Technology Institute (ITI)**
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Languages

- **Arabic:** Native Language
- **English:** Professional Working Proficiency
- **German:** Beginner