

Hala Gharaibeh

halagharaibeh21@gmail.com | Portfolio | [linkedin.com/in/hala-gharaibeh](https://www.linkedin.com/in/hala-gharaibeh) | github.com/halagharaibeh21

Personal Statement

I am a lover of organizing information and spotting patterns. My early interest in using software to manage data grew into a strong drive to explore tech and data analysis.

Education

B.Sc. in Computer Information Systems, Jordan University of Science and Technology

Experience

Business Analyst Intern - Datahub Analytics

July 2025 – Oct 2025

- Assisted in gathering, cleaning, and analyzing data to identify trends and support decision-making.
- Documented requirements and workflows to bridge communication between business and technical teams.
- Created dashboards and visual reports using tools like Excel, Power BI, or Tableau to track KPIs and performance metrics.

Volunteer - Mujaddidun Jordan

May 2024 – Mar 2025

- Volunteered in 5+ charity events.
- Selected as a **subteam leader** for one event, where I organized team members, delegated tasks, and ensured smooth execution.

Projects

Data Professional Survey Breakdown

- Cleaned and transformed raw survey data using Power Query, including data type adjustments, column splitting, column removal, equation-based transformations (DAX), and null value handling.
- Designed and customized interactive visualizations, applying consistent naming conventions and professional color themes for clarity and impact.
- Delivered a clear, data-driven breakdown of survey insights to support decision-making and analysis.

Data Tidying

- Conducted comprehensive exploratory data analysis on a **19,382-entry TikTok dataset**, identifying and handling missing values, outliers, and variable distributions using pandas.
- Discovered significant behavioral patterns, including higher engagement rates for claim videos vs. opinion videos, and nuanced impacts of author ban status on engagement.

Call Center Performance Dashboard

- Developed a Power BI dashboard to monitor and analyze 5,000 call center records, covering key KPIs such as customer satisfaction, resolution rates, and agent efficiency
- Built interactive visuals and filtrate for real-time tracking of monthly trends and agent-level performance. .

Licenses and Certifications

- Google Advanced Data Analytics Professional Certificate: Get Started with Python
- Google Advanced Data Analytics Professional Certificate: Foundations of Data Science

Technical Skills

Programming Languages & Libraries: Python, pandas, NumPy, matplotlib.pyplot

Tools & Platforms: Power BI, Tableau, scikit-learn, Microsoft Excel, Microsoft Word, Microsoft Collab, Notion.

Languages: Arabic (Native), English (Advanced).

Soft Skills: Teamwork, Workflow Design, Stakeholder Communication, Strategic Planning