Portfolio

by : **Hamed Farrag**

Data analyst

Hello

I'm Hamed Farrag,

About Me,

I am deeply passionate about data and numbers, and I aspire to leverage this passion as a data analyst to support individuals and companies in uncovering both the strengths and weaknesses in their performance.

By transforming raw data into clear insights and interactive visualizations through Power BI, I help decision-makers better understand their business dynamics and identify opportunities for growth.

My background as a sales manager in the pharmaceutical industry across Egypt and Libya has equipped me with strong business acumen, practical problem-solving skills, and a unique perspective that bridges data analysis with real-world market experience.

This combination allows me to deliver insights that are not only technically accurate but also strategically valuable.

Education

Faculty of scirence — 2006	**MBA in marketing** — 2022
Ain shams university , department of biology	from AAST , marketing as a major
Data analysis — 2023	**Power Bi specialist** — 2025
Challenger track data analysis from Udacity	Data analysis track specialized in Power Bi from DEPI

Personal
Skills

Marketing ★ ★ ★

Planning ★ ★ ★ ★ ★

Analysis ★ ★ ★ ★ ★

Problem solver ★ ★ ★ ★ ★

Management ★ ★ ★ ★ ★

Through my extensive experience as a sales and marketing manager in the pharmaceutical industry, I have built a strong set of personal skills that I now apply in data analysis.

My role required advanced **planning and organizing skills**, ensuring that targets and strategies were effectively executed.

I developed strong **analytical abilities** to evaluate market trends, customer behaviour, and sales performance, which translates seamlessly into **analysing** complex datasets.

My **communication skills** allow me to present insights clearly to both technical and non-technical audiences, while my **attention to details** ensures accuracy and reliability in every analysis.

These combined skills enable me to approach data not only from a technical perspective but also with a strategic business mindset, delivering insights that drive informed decision-making and business growth.

Microsoft excel	★★★★☆
Python	★★★
SQL	★★★
Power Bi	★★★★★
Power Query	★★★★☆

• **Data Analysis & Business Intelligence:**

Power BI (interactive dashboards, KPI tracking, DAX, Power Query), Excel (Pivot Tables, advanced formulas, Power Pivot).

• **Programming & Databases:**

SQL (complex queries, joins, aggregations), Python (Pandas, NumPy, Matplotlib, Seaborn for sales and market analysis)

• **Data Cleaning & Transformation:**

ETL processes, data wrangling, handling large datasets, ensuring data quality for decision-making

• **Statistical & Business Analysis:**

Market trend analysis, forecasting, hypothesis testing, regression analysis, customer segmentation

• **Reporting & Visualization:**

Designing business-focused dashboards and reports for stakeholders in sales and marketing, storytelling with data to support strategic decisions

• **Domain Knowledge (Pharmaceutical & Sales):**

Deep understanding of pharma market dynamics (Egypt & gulf), sales performance analysis, territory management, marketing mix evaluation

• **Other Tools & Skills:**

Microsoft Office Suite (Excel, PowerPoint, Word), CRM systems, presentation skills, stakeholder communication, strategic insights

Work *Experience*

Data Analyst freelancer | **2025**

- Delivered sales dashboards, reports, and market insights to support business decisions.
- Worked with stakeholders to align data analysis with marketing and sales objectives.

Pharmaceutical sales manager | **2005 - 2025**

- 20 years in sales and marketing in the pharmaceutical industry.
- Managed territories, sales teams, and product launches.
- Applied data-driven strategies to improve sales efficiency.

Offered services

1. **Data Cleaning & Preparation**
   1. Cleaning, and transforming raw data into usable formats.
   2. Ensuring data accuracy and consistency for reliable insights.
2. **Data Analysis & Insights**
   1. Conducting statistical and business analysis.
   2. Identifying trends, patterns, and correlations to support decision-making.
3. **Business Intelligence Dashboards**
   1. Designing interactive dashboards (Power BI, Excel, Tableau).
   2. Visualizing KPIs and sales performance for management.
4. **Sales & Marketing Analytics**
   1. Analyzing sales data to optimize territory management.
   2. Market trend analysis, customer segmentation, and forecasting.
5. **Reporting & Automation**
   1. Creating automated reports for recurring business needs.
   2. Building Excel / Power BI solutions that reduce manual work.
6. **Pharmaceutical Market Insights** *(Domain-specific advantage)*
   1. Leveraging pharma sales data to track product performance.
   2. Supporting marketing strategies and competitive positioning.

Project 1

Pharma Sales Dashboard – Power BI

- Designed an interactive dashboard to track sales performance across regions.

- Integrated KPIs (monthly growth, YoY comparison, performing products).

- Helped identify underperforming territories and optimize resource allocation
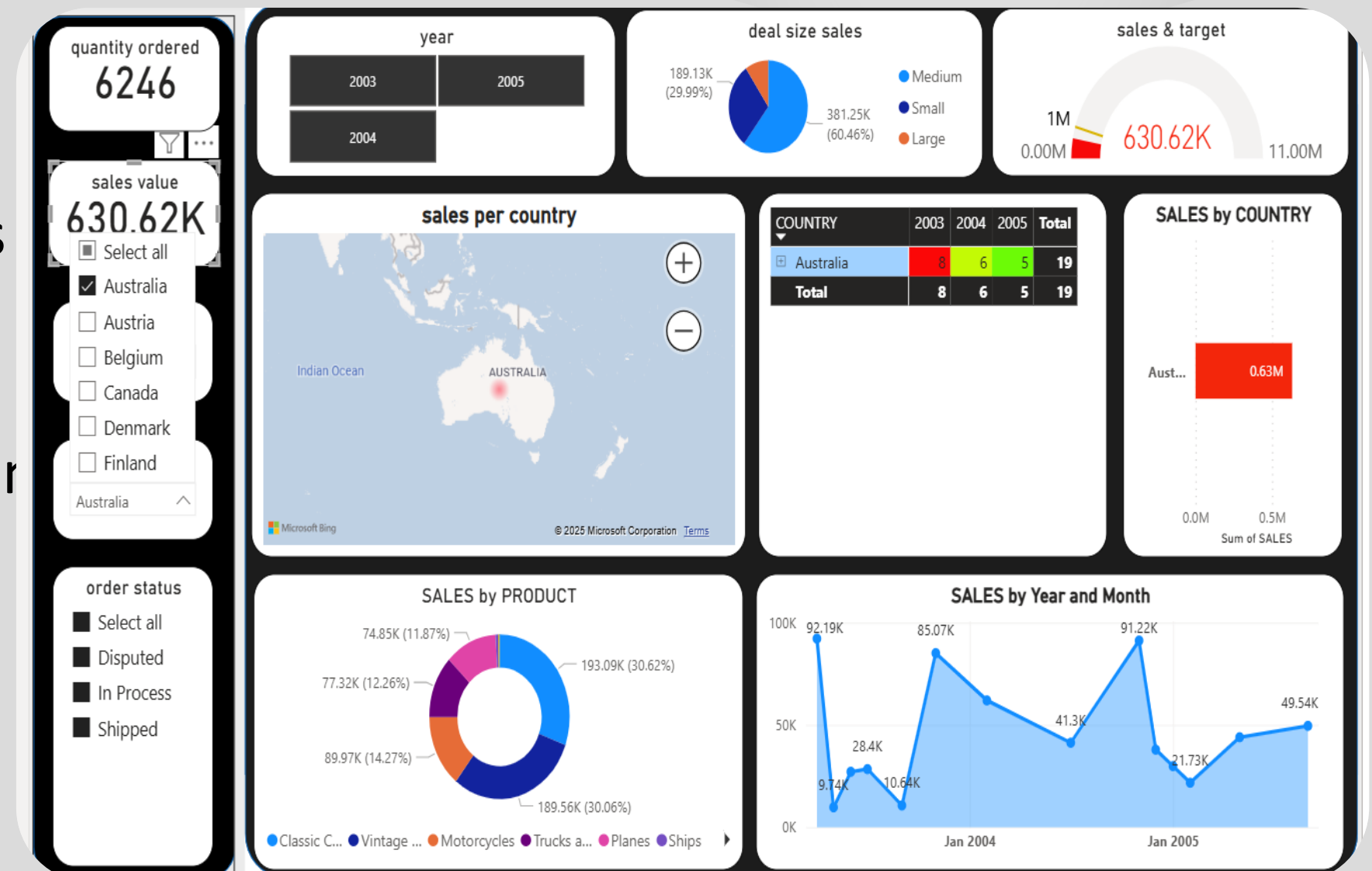
Project 2

- Market Trend Analysis – Excel & SQL Extracted and cleaned sales data using SQL queries.

- Built Excel models with PivotTables to forecast demand trends.

- Presented insights that guided marketing campaigns and pricing strategy
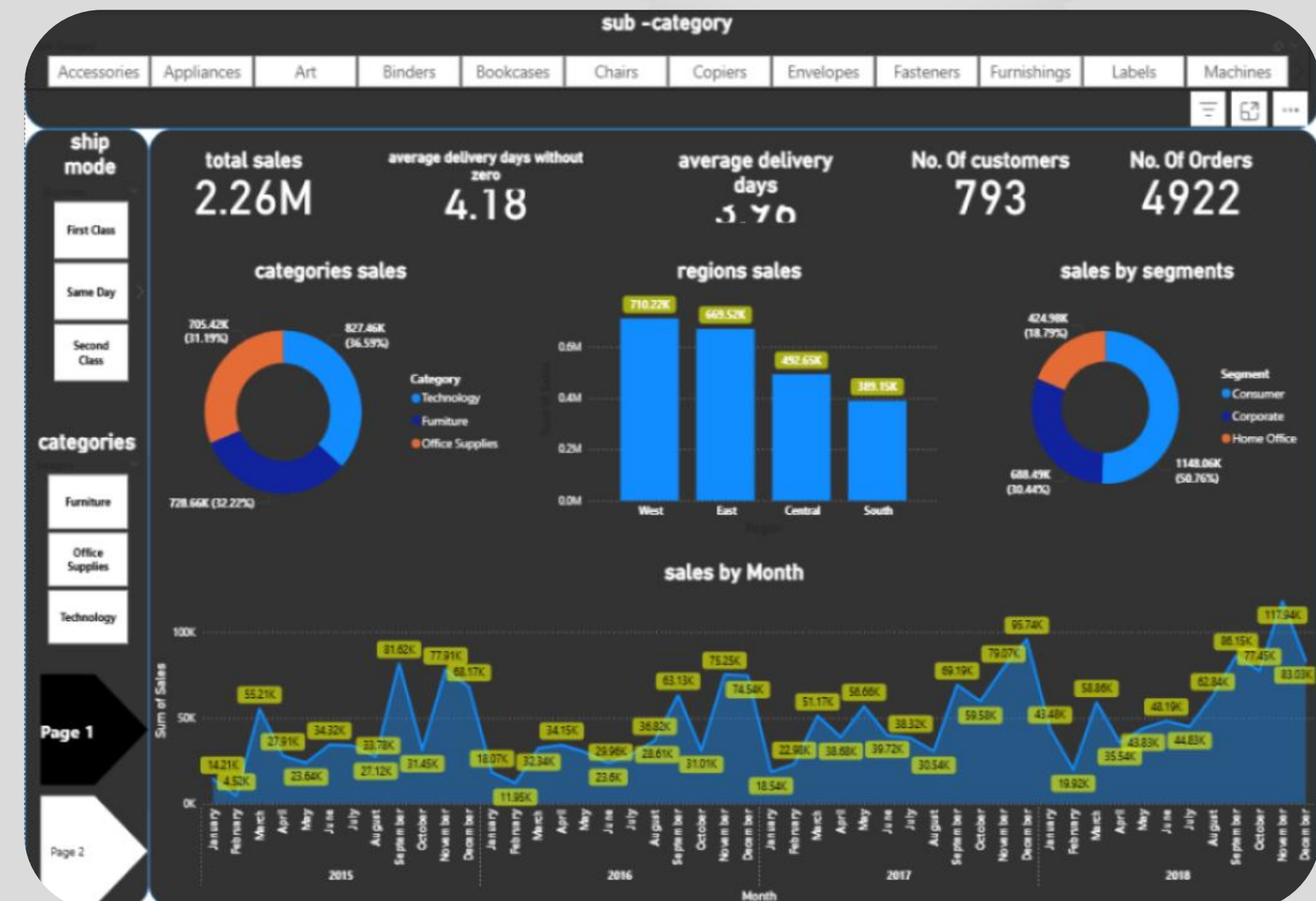
Let's Work
Together

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