

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 science — 2006

Ain shams university , department of biology

Data analysis — 2023

Challenger track data analysis from Udacity

MBA in marketing — 2022

from AAST , marketing as a major

Power Bi specialist — 2025

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.



Technical Skills

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:

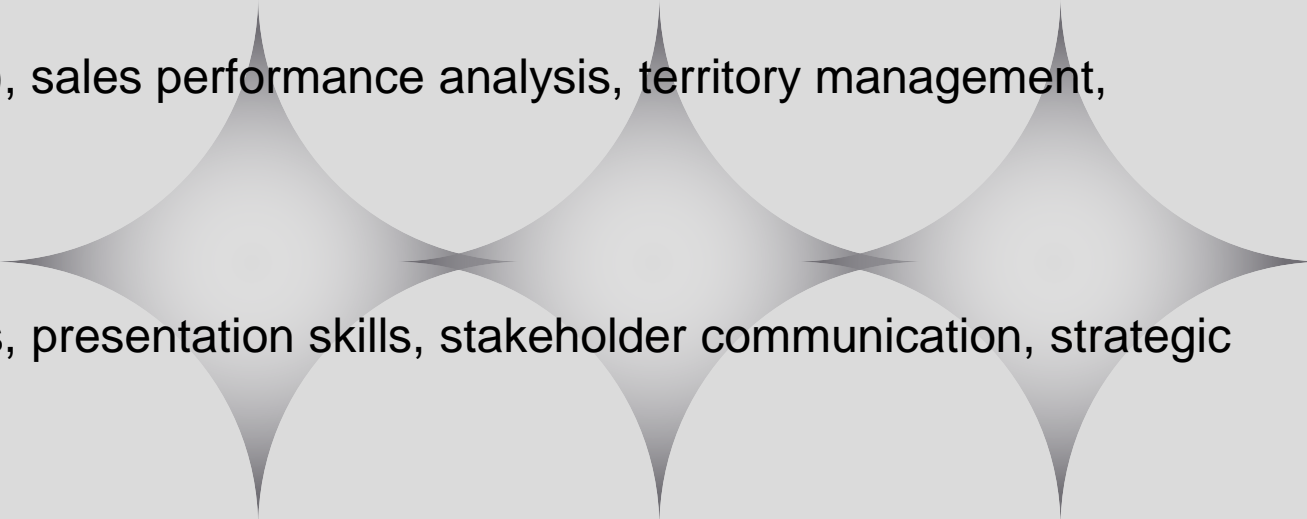
Designing business-focused dashboards and reports for stakeholders in sales and marketing, storytelling with data to support strategic decisions

•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.
- Helps individuals and companies specially in the pharmaceutical industry to redesign their strategies according to deep data analysis for (HR , sales , marketing) performance

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.

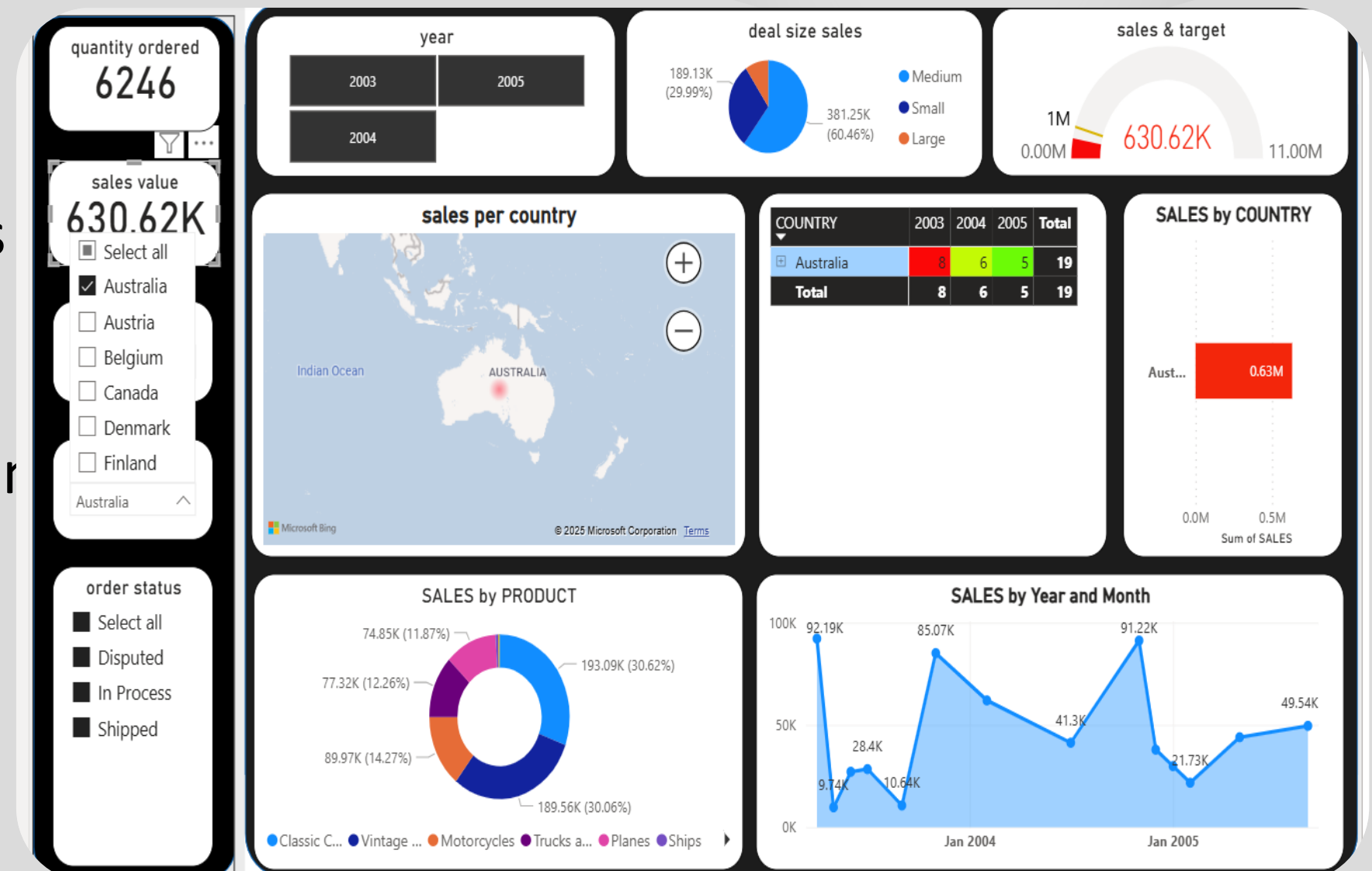
6.Pharmaceutical Market Insights (*Domain-specific advantage*)

- 1.Leveraging pharma sales data to track product performance.
- 2.Supporting marketing strategies and competitive positioning.

Project 1

Pharma Sales Dashboard – Power BI

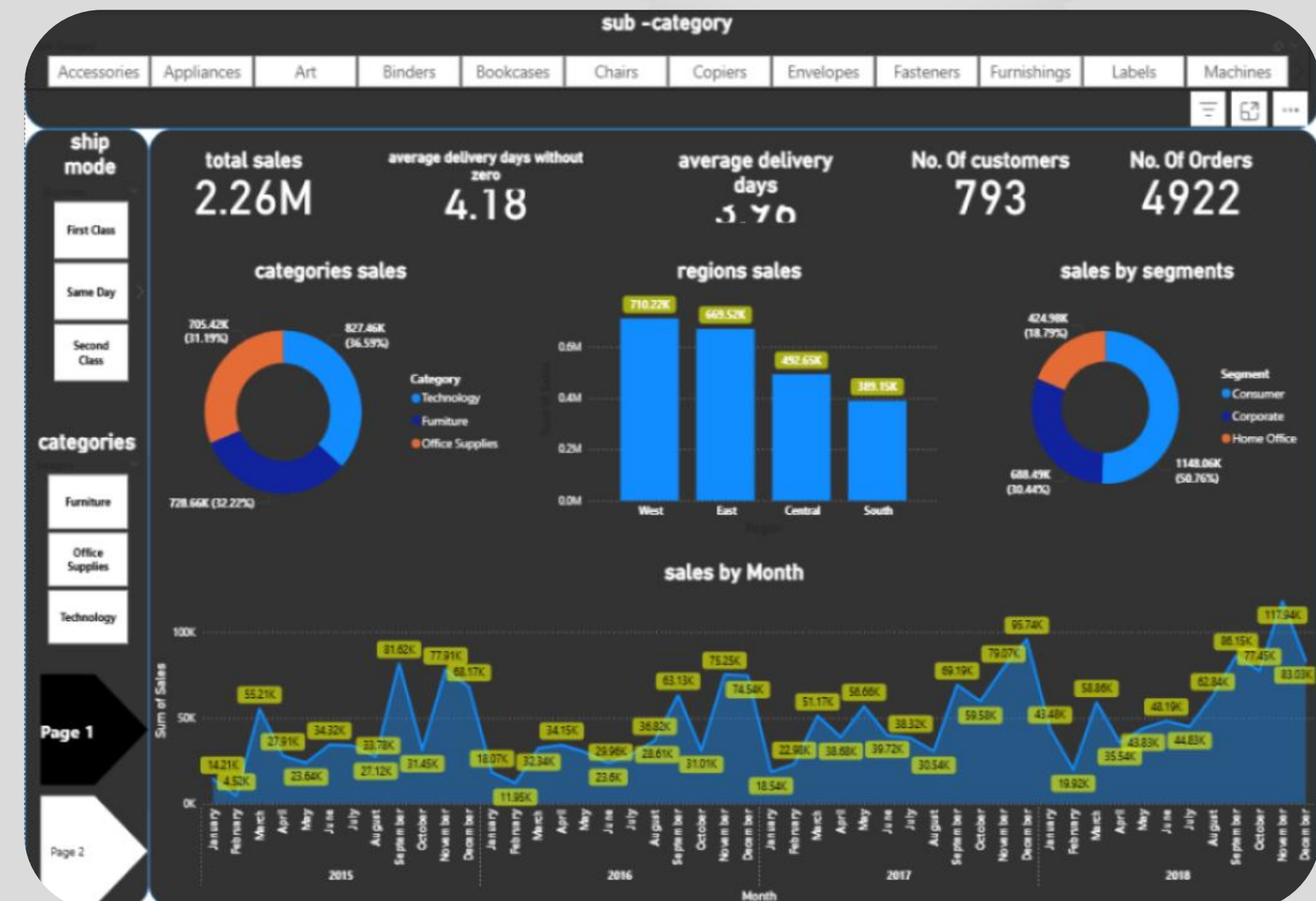
- Designed an interactive dashboard to track sales performance across regions.
- Integrated KPIs (monthly growth, YoY comparison performing products).
- Helped identify underperforming territories and optimize resource allocation



Project 2

Market Trend Analysis – Excel & SQL

- 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

01001260584



Hamedfarrag9@hotmail.com



Cairo , Egypt



www.linkedin.com/in/hamed-farrag

