Hend Mohammed Abdelghafour
Data Analyst
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Gallery: linkedin.com/in/hend-a-ghafour/details/featured/

Professional Summary

Data Analyst with 4+ years of experience in analyzing and transforming complex data into actionable business insights. Proven expertise in Excel, SQL, Python, Power BI and Tableau for data cleaning, visualization, and reporting. Highly adaptable, with a creative approach to data storytelling and strategic decision-making.

Skills

Tools: Excel (Power Pivot, Pivot table, Power Query, Function) – SQL – Python (Pandas, Numpy, Matplotlib, Seaborn) – Tableau – Power BI
Data Analysis: Data Assessing – Data Cleaning – Data Visualizations – Data Modeling – Statistical Analysis – SQL Queries – Interactive Dashboards
Soft Skills: Analytical Thinking – Agility – Project Management – Communication – Time Management
Language: Arabic (Native) - English (Very Good)

Projects

Analyzing Marketing Campaigns – Python
https://github.com/hend-a-ghafour/Analyzing_Marketing_Campaigns/blob/main/Analyzing_Marketing_Campaigns.ipynb
- Analyzed a 10K-user marketing dataset to identify key conversion & retention drivers across channels & demographics.
- Automated repetitive analysis tasks by building a custom function library, reducing errors & improving workflow efficiency.
- Delivered a full analytical report & visualization suite by diagnosing data quality issues & conducting A/B Testing revealing that personalized email ads outperformed control ads by 38% in conversion rate.

Human Resources Dashboard - Tableau
https://public.tableau.com/app/profile/hend.el.manhawy/viz/HRTableauProject-HendAbdEl-Ghafour/HROverview
- Evaluated employee data to uncover insights on demographics, termination trends, and salary distributions.
- Developed an interactive Tableau dashboard highlighting key workforce factors.
- Discovered gender, education, and performance disparities affecting termination rates and salary levels.

Northwind – SQL, Python, & Excel
https://github.com/hend-a-ghafour/Northwind
- Processed and refined data using SQL to reveal sales trends related to discounts, shipping, and regions.
- Calculated growth metrics using Python by aligning semi-annual periods, allowing for product and country comparisons.
- Created interactive Excel dashboards summarizing key insights on shipping times, product statuses, and peak sales months.

Other Projects
- Inventory Analysis – **Power BI** – https://drive.google.com/file/d/1iHbRhpVJ_M1EidjLsbzPEZfv1y8jIrVq/view?usp=sharing
- Analyzing Health Care Data – **Power BI** – https://drive.google.com/file/d/1Xk2858K6Ta4qmGKCWZkSrMbuThG-knQy/view?usp=sharing
- No Show Appointments – **Python** – https://github.com/hend-a-ghafour/No-Show-Appointments/blob/main/no_show_appointments.ipynb
- Death & Life Expectancy for Mothers & Children – **Python** - https://github.com/hend-a-ghafour/Udacity-projects/blob/Investigate-Datasets/Death-and-Life-Expectancy-for-Mothers-andChildren.ipynb

Education

Managerial Accounting & Cost Dipl., *Alexandria University* – 2013

B.Com. Accounting (English Section), *Alexandria University* – 2010

Courses & Certificates

Data Analyst in Python, **DataCamp** – *The present*

Data Analyst in Power BI, **DataCamp** – *The present*

Python & Database Fundamentals, **ITI** – *2025*

Associate Data Analyst & SQL Associate, **DataCamp** – *2025*

MCIT Certificate Programs - Data Analytics, **IBM** – *2025*

Agile Project Management Professional Certificate, **Atlassian** – *2025*

Project Management Foundations, **PMI® & NASBA** – *2025*

Agile Explorer, **IBM** – *2025*

DEPI - Data Analysis Specialist, **MCIT** – *2024*

AI, Big Data 101, & Data Fundamentals, **IBM** – *2024*

FWD Initiative - Data Analysis Nanodegree, **Udacity & MCIT** – *2023*

FWD Initiative - Data Analysis Challenger, **Udacity & MCIT** – *2022*

FWD Initiative - Web Development Challenger**, Udacity & MCIT** – *2022*

Experience

Accountant   *May 2015 –April 2018*

Megalectric for Import – Alexandria, Egypt

- Conducted inventory pricing analysis using LIFO for data from 2007-2017, potentially affecting 40% of product prices.
- Reviewed financial data to pinpoint deficiencies, duplications, and excess expenditures.

Purchasing Coordinator / Accountant   *April 2014 –July 2014*

Volta Trading – Alexandria, Egypt

- Assessed supplier data and negotiated agreements, establishing competitive pricing and purchase terms.
- Evaluated price proposals and financial reports to secure cost-effective procurement.
- Prepared purchase orders, achieving an 80% success rate in cost-saving strategies.

Customer Service Administrator   *April 2012 - August 2012*

Horus Training Center – Alexandria, Egypt

- Responded to customer inquiries & collected data on potential customers to enhance engagement & drive sales.
- Marketed monthly courses, achieving 85% of the monthly target.

Crew Coordinator Assistant   *November 2010 –May 2011*

Wilhelmsen Ships Service – Alexandria, Egypt

- Streamlined data for 50% of ships handled from 2000-2010, maintaining detailed records.
- Arranged accommodations and transport logistics for crew members, ensuring efficient coordination.