

Hend Mohammed Abdelghafour

Data Analyst

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GitHub: github.com/hend-a-ghafour

Gallery: linkedin.com/in/hend-a-ghafour/details/featured/

Professional Summary

Data Analyst with 6+ years of hands-on analytical experience in business and operational environments. 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. Proven ability to translate complex data into clear, customer-ready insights. Comfortable working in virtual, fast-paced, and cross-functional environments

Skills

Tools: Excel – SQL – Python – Tableau – Power BI – Microsoft Office Suite

Data Analysis: EDA – Coding – DAX – Data Cleaning – Data Visualization – Data Modeling – Statistical Analysis – RCA Analysis – A/B Testing – KPI Reporting – Dashboards

Professional Skills: Analytical Thinking – Agile Mindset – Detail-Oriented – Project Management – Communication – Time Management – Problem Solving – Continuous Improvement

Language: Arabic (Native) – English (Very Good)

Projects

January, 2022 – The Present

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.manhawyz/viz/HRTTableauProject-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_M1EidjLsbzPEZfv1y8jlrVq/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** – *In Progress*
Data Analyst in Power BI, **DataCamp** – *In Progress*
Python & Database Fundamentals, **ITI** – 2025
Associate Data Analyst & SQL Associate, **DataCamp** – 2025
Data Analysis with Excel Power Tools, **DataCamp** – 2025
MCIT Certificate Programs - Data Analytics, **IBM** – 2025
Excel Fundamentals, **DataCamp** - 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 <i>Megalectric for Import – Alexandria, Egypt</i> <ul style="list-style-type: none">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.	<i>May 2015 – April 2018</i>
Purchasing Coordinator / Accountant <i>Volta Trading – Alexandria, Egypt</i> <ul style="list-style-type: none">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.	<i>April 2014 – July 2014</i>
Customer Service Administrator <i>Horus Training Center – Alexandria, Egypt</i> <ul style="list-style-type: none">Responded to customer inquiries & collected data on potential customers to enhance engagement & drive sales.Marketed monthly courses, achieving 85% of the monthly target.	<i>April 2012 – August 2012</i>
Crew Coordinator Assistant <i>Wilhelmsen Ships Service – Alexandria, Egypt</i> <ul style="list-style-type: none">Streamlined data for 50% of ships handled from 2000-2010, maintaining detailed records.Arranged accommodations and transport logistics for crew members, ensuring efficient coordination.	<i>November 2010 – May 2011</i>