



# Iman Hamza

**Date of birth:** 27/06/1996 | **Nationality:** Egyptian | **Gender:** Female | **Phone number:** (+20) 1551213353 (Mobile) | **Email**

**address:** [iman.ali.hamza@gmail.com](mailto:iman.ali.hamza@gmail.com) | **LinkedIn:** <https://www.linkedin.com/in/imanhamzaa> | **Line:** imanhamzaa |

**Address:** 35799, Mansoura, Egypt (Home)

## About me:

Hope to find a new opportunity to prove my skills and improve.

## WORK EXPERIENCE

04/2022 – 05/2022 Remote

### DATA ANALYST INTERN ACCENTURE

- Task 1: Project Understanding, Understand the client and business problem at hand, Identify the requirements that need to be delivered for this project. , and Identify which tasks you should focus on.
- Task 2: Data Cleaning and Modeling
- Task 3: Data Visualization & Storytelling
- Task4: Present to Client

11/2021 – 12/2021 Remote

### DATA ANALYST INTERN QUANTUM

- Task 1: Data preparation and customer analytics Analyze the client's transaction dataset and identify customer purchasing behaviors to generate insights and provide commercial recommendations.
- Task 2: Experimentation and uplift testing Extend your analysis from Task 1 to help you identify benchmark stores that allow you to test the trial store layouts' impact on customer sales.
- Task 3: Analytics and commercial application Use analytics and insights from Task 1 and 2 to prepare a report for your client, the Category Manager.

01/2021 – 11/2021 Freelancer, Egypt

### MARKETING SPECIALIST

- Did Market research
- Planned marketing initiatives and leveraged referral networks to promote business development.
- Developed technical and non-technical marketing presentations, public relations campaigns, articles, and newsletters.
- Created documentation outlining research findings for use by project managers, customers, and other marketing staff to make accurate decisions about future plans.
- Tracked key metrics and developed spreadsheets and data models.
- Managed full-cycle marketing and advertising strategies including estimating costs, managing resource allocation, and adjusting production schedules.
- Analyzed demographic data to determine optimal targets, messaging, and tactics for persuasion.

04/2019 – 11/2020 Mansoura, Egypt

### MARKETING SPECIALIST EFRSHLY

- Planned marketing initiatives and leveraged referral networks to promote business development.
- Developed technical and non-technical marketing presentations, public relations campaigns, articles, and newsletters.
- Created documentation outlining research findings for use by project managers, customers, and other marketing staff to make accurate decisions about future plans.
- Tracked key metrics and developed spreadsheets and data models.
- Managed full-cycle marketing and advertising strategies including estimating costs, managing resource allocation, and adjusting production schedules.
- Analyzed demographic data to determine optimal targets, messaging, and tactics for persuasion.

02/2018 – 03/2019 Mansoura, Egypt

### SOCIAL MEDIA MARKETING FUTURE GROUP FOR EDUCATION

- Continually maintained and improved the company's reputation and positive image in markets served.
- Oversaw preparation of marketing copy, images, videos, emails, and other collateral.
- Developed insights on marketing campaigns to assess performance against goals.
- Recruited and hired experienced contractors to complete projects on time and within budget requirements.
- Developed creative presentations, trend reports, kitted assets, and product data sheets.
- Directed marketing projects at all stages, including conceptual planning, schedule management, and final implementation.

## EDUCATION AND TRAINING

DATA ANALYTICS PROFESSIONAL CERTIFICATE Google

Website <https://www.coursera.org/professional-certificates/google-data-analytics>

## LANGUAGE SKILLS

Mother tongue(s): **ARABIC**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	B2	C1	B1	B1	B2
<b>GERMAN</b>	A1	A1	A1	A1	A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

## DIGITAL SKILLS

Data Collection, Data Cleaning, Data Analysis, Data Visualisations | SQL | R | Microsoft Excel / Microsoft Word, Microsoft PowerPoint, Microsoft Excel, | Python Data Analysis (Numpy Matplotlib Pandas etc)

## ADDITIONAL INFORMATION

### PROJECTS

**What Was The Golden Age of Video Games?.** In this project, you'll analyze video game critic and user scores as well as sales data for the top 400 video games released since 1977. You'll search for a golden age of video games by identifying release years that users and critics liked best, and you'll explore the business side of gaming by looking at game sales data.

Your search will involve joining datasets and comparing results with set theory. You'll also filter, group, and order data. Make sure you brush up on these skills before trying this project!

Link [github.com/Imanhamza/video-games-golden-age](https://github.com/Imanhamza/video-games-golden-age)

**Analyze International Debt Statistics.** It's not that we humans only take debts to manage our necessities. A country may also take debt to manage its economy. For example, infrastructure spending is one costly ingredient required for a country's citizens to lead comfortable lives. The World Bank is the organization that provides debt to countries. In this project, you are going to analyze international debt data collected by The World Bank. The dataset contains information about the amount of debt (in USD) owed by developing countries across several categories. You are going to find the answers to questions like: . What is the total amount of debt that is owed by the countries listed in the dataset? . Which country owns the maximum amount of debt and what does that amount look like? . What is the average amount of debt owed by countries across different debt indicators?

Link [github.com/Imanhamza/Analyze-International-Debt-Statistics](https://github.com/Imanhamza/Analyze-International-Debt-Statistics)

**Diabetes Early Stage Detection.** Diabetes early-stage detection

Diabetes is a horrible chronic disease that leads to a relatively lower quality of life and can be life-threatening if not diagnosed early. In this beginner project, we work with clinical data and train a model to predict the diabetes status in a patient.

Early Diabetes Detection I

In this first part of a 3-part series, we will acquire and clean clinical data from UCI Machine Learning Repository.

Early Diabetes Detection II

In the second part, we perform statistical analysis and visualize the data using data visualization methods.

Early Diabetes Detection III

In this final part, we train a machine-learning model using the data we collected and cleaned. We then assess the model by examining the feature importance.

Link [github.com/Imanhamza/Diabetes\\_early\\_stage\\_detection](https://github.com/Imanhamza/Diabetes_early_stage_detection)