# Ibrahim Nady Abdel Rahman

## DATA ANALYST & MARKETER

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## Professional Summary

Data Analyst and Digital Marketer with a strong analytical mindset and a proven ability to transform data into actionable business insights. Experienced in programming, marketing analytics, and data visualization using Excel, Power BI, SQL, and Python. Adept at combining technical and creative skills to optimize marketing performance, identify growth opportunities, and drive data-informed decision-making.

## Experience

### Merty Pharma | Data Analyst & Marketer                      2022 – 2025

- Conducted data analysis for 5K+ customers and multiple product lines.
- Created Power BI dashboards to track KPIs, reducing manual reporting time by 40%
- Designed data-driven marketing plans that improved customer reactivation by 25%
- Performed financial analysis improving profit-tracking accuracy by 30%.
- Extracted and cleaned data from the company website to support decision-making
- Conducted product feasibility and profitability studies identifying top-performing SKUs

### Nix Beauty Care | Data Analyst & Marketer                      2020 – 2022

- Analyzed product and sales data to identify high-profit and low-performing items.
- Developed comprehensive feasibility studies for new products and company growth.
- Designed dashboards to support strategic planning and performance monitoring.
- Collaborated with marketing and management teams to enhance campaign ROI by 20%.

### Pharmacy Branches Sydilya | Data Analyst & Marketer                      2018 – 2020

- Analyzed data from 10+ branches, including customer feedback and staff performance.
- Built Power BI dashboards improving sales visibility and reducing report time by 35%.
- Conducted profitability analysis for pharmaceutical and cosmetic products.
- Performed financial analysis for revenue and loss monitoring.
- Created feasibility studies for new branches, enhancing investment accuracy.
- Extracted structured data from internal systems for accurate reporting and insights.

# Education

Bachelor's Degree in Commerce – Al-Azhar University – Cairo, Egypt          2016 – 2022

# Training

Data Analysis Training - Route Center – Cairo, Egypt

Full-Stack Developer Web Training - Route Center – Cairo, Egypt

# Skills & abilities

- **Data Analysis** – Collecting, cleaning, and analyzing data to generate actionable insights.
- **Power BI** – Building interactive dashboards and data visualizations for business insights.
- **Excel** – Advanced formulas, pivot tables, financial reporting, and automation.
- **Google Sheets & Data Studio** – Cloud-based data reporting and visualization.
- **Financial Analysis** – Evaluating profitability, cost efficiency, and performance metrics.
- **Python** – Data processing, automation, and visualization using Pandas and Matplotlib.
- **SQL** – Writing complex queries for data extraction, manipulation, and database optimization.
- **Full Stack Web Development** – Building and maintaining responsive web applications using HTML, CSS, JavaScript, React.js, and Node.js.
- **Database Management** – Designing and managing relational databases (MySQL, PostgreSQL).
- **Digital Marketing Tools** – Google Analytics, Meta Ads Manager, SEO and campaign optimization.
- **Graphic Design Tools** – Canva, Adobe Photoshop, Illustrator (for marketing visuals and dashboards).

# Soft Skills

- **Strong Analytical Thinking –** Able to interpret complex data and identify key business insights.
- **Problem Solving** – Skilled at diagnosing issues and providing data-driven solutions.
- **Time Management** – Capable of handling multiple projects and meeting deadlines efficiently.
- **Teamwork** – Collaborative and supportive team member focused on achieving shared goals.
- **Creativity** – Combines analytical and design skills to produce innovative marketing and data solutions.