

Skills

- SQL (RDBMS, Data Cleaning, Advanced Querying)
- Python (Pandas, NumPy, Matplotlib, Seaborn)
- Tableau (DataViz, Data Blending, Filtering)
- Excel (XLookup, Pivot Tables, Macros & VBA, top 5% out of 29.8M people)
- Microsoft Power BI (KPIs, Power Query, DAX)

Projects

E-COMMERCE STARTUP END-OF-YEAR WEBSITE DATA ANALYSIS & REPORT (SQL + POWER BI) [Docs](#) | [Dashboard](#) | [Report](#)

- Developed an end-of-year dashboard in **Power BI** for an e-commerce startup to help acquire funding, highlighting website improvements, increases in sales, and revenue.
- Directly guided marketing channel bids by comparing different sources of traffic, and website improvements and suggesting website improvements based on bounce rates, suggesting work on new landing and billing pages.
- Quantified using **SQL** the site's gains of 50 more sessions per month after introducing a new landing page, and \$8.5 more per session after the new billing page was added, queried the remaining needed data, and visualized it in **Power BI**.
- Wrote a **PowerPoint** report going over the insights and visualizations to help convince the shareholders to increase funding.

EXCEL INTERACTIVE RESTAURANT SALES DASHBOARD (EXCEL + VBA) [Docs](#) | [Direct Download](#)

- Developed an interactive dashboard in **Excel** that allows the user (Restaurant outfitter) to select a restaurant, and acquire information about it, its order history, and geolocation, regardless of their background.
- Helped execs find out which restaurants and areas placed the most orders, returned the most revenue, etc. guiding improvement efforts.
- Used advanced **Excel Lookup** functions, like **XLOOKUP** to populate information cells.
- Automated the dashboard using **VBA macros**, to change the order list with the restaurant, for example.

WHOLESALE RETAILER SALES AND PRODUCT ANALYSIS & REPORT (SQL + POWER BI) [Docs](#) | [Dashboard](#) | [Report](#)

- Developed a KPI dashboard in **Power BI** that provides insight into different client companies, like sales, geospatial information, etc. for a wholesale retail company.
- Allowed shareholders to see where the sales are weakest, returns are highest, and where to focus any improvement.
- Used advanced **SQL** queries to clean the data, and **Power Query** to add a few necessary columns.
- Used **Power BI** to create the data model, and visualize the data in interactive KPIs.
- Communicated findings in a **PowerPoint** report going over the visualizations to help the shareholders get a clear understanding.

NEW ZEALAND MOTOR THEFT DATA ANALYSIS (PYTHON) [Report](#)

- Developed a comprehensive report to analyze motor thefts in New Zealand using Jupyter Notebook.
- Helped the New Zealand law enforcement get a better understanding over the phenomenon and develop countermeasures.
- Aggregated the data by 5 key fields using **pandas** and visualized it using **matplotlib**, identifying which vehicles are most susceptible, which areas, which model years, etc.

Work Experience

DATA CLEANING ASSISTANT – Town Hall – Si Abdelghani, Tiaret, Algeria

January 2019 – May 2020

- Cleaned and formatted the quotes of different housing and development projects and organizing them in **Excel**.
- Helped prevent redundant purchases by double checking the quantities of ordered materials, saving ~100k in DZD per project.
- Wrote simple reports in **Word**, detailing the process and aiding officials to understand exactly what was wrong in each quote.

Education

60 CREDITS TOWARDS B.SC. IN ELECTROMECHANIC ENGINEERING – Institut de Maintenance et Sécurité Industrielle,
Université Oran 2 – Oran, Algeria January 2020

- Completed two out of three years, took courses on statistics, linear algebra, electric engineering, thermodynamics, fluid mechanics.
- Learned basic usage of C, MATLAB, and Simulink.
- Learned to efficiently present different projects to teachers and fellow students on various topics such as the aforementioned fluid dynamics, acoustics, etc.