Data Analyst

KHALED MEHIZEL

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I'm a self-taught data/BI analyst with a background in electromechanics engineering, and a passion for the power of data and deriving actionable insights to support business growth. Leveraged skills in SQL, Excel, Power BI, Tableau and Python to deliver multiple projects in areas like sales and e-commerce, and used my communication skills for meaningful data storytelling as well as translating business requirements into actionable insights. Currently located in Algeria but only need a work permit.

Skills

- **SQL (RDBMS, Data Cleaning, Modelling, DBA)**
- **Python (Data Analysis and Visualization libraries)**
- **Tableau**

- **Excel (Adv. Functions, Pivot Tables, Macros & VBA)**
- **Power BI (Alerts & KPIs, DataViz, DAX)**
- **ETL (Power Query, SQL, Python)**

Languages

- **Arabic (native)**
- **English (Fluent, C1)**

- **French (Fluent)**
- **Polish (in progress)**

Projects

E-COMMERCE END-OF-YEAR WEBSITE DATA ANALYSIS & REPORT Docs | Report | Presentation

- Leveraging **SQL** and **Power Query**, I extracted and transformed data to build an end-of-year self-serve **Power BI** data story for an e-commerce startup. Tailored to meet executives' funding acquisition needs, the report narrates website improvements and increases in key metrics like session count, conversion rate and order volume, helping us secure further funding.

- Collaborated with marketing managers to optimize marketing channel bids by conducting analyses on different sources of traffic, identifying areas of improvement and cost efficiency in the website based on bounce rates and conversion funnels, and conducted tests using new landing and billing pages.

- Quantified using **SQL** ROIs like 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, and visualized the rest of the data in **Power BI.**

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

- Allowed end-users (restaurant outfitter) to instantly acquire information about a customer restaurant, its order history, and geolocation through an interactive dashboard built using **Excel** and **VBA**.

- Helped execs find out which restaurants had the biggest order volume, returned the most revenue, etc. allowing the Sales & Marketing teams to better allocate their budget, and Logistics & Distribution to cut costs.

- Used advanced **Excel** functions, like text functions to clean the data, lookup functions to populate information cells, and **VBA** to automate the dashboard and make it interactive.

ATTRITION RATE ANALYSIS AND REPORT (SQL + POWER BI) Docs | Report | Presentation

- Analyzed the attrition in a real-life company, helping its execs and HR partners gain a bigger understanding over what is contributing to its 16.12% attrition rate in a **Power BI** data story that focus on diagnostic analysis to find the root causes.

- Identified the biggest factors that contribute to the high attrition rate, such as commute distance and travel requirements.

- Proposed actionable insights to management, like providing more remote opportunities, or adjusting travel assignments.

Education & Courses

60 CREDITS TOWARDS B.SC. IN ELECTROMECHANIC ENGINEERING – Institut de Maintenance et Sécurité Industrielle,
Université Oran 2 – Oran, Algeria   January 2020 – June 2022
- 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.

MAVEN ANALYTICS' POWER BI FOR BUSINESS INTELLIGENCE COURSE –   May 2023
- Learned usage of Power BI from data load and manipulation in Power Query, all the way to visualization and DAX usage.
- Learned principles of data modelling, like keys, schemas, database normalization, and filters.
- Gained proficiency in using DAX with time intelligence functions, iterators, and filter functions.

COLT STEELE'S THE ULTIMATE MYSQL BOOTCAMP: GO FROM SQL BEGINNER TO EXPERT –   June 2023
- Discovered the MySQL flavor of SQL, as well as basic querying (Big 6) all the way to window functions, CTEs, and stored procedures.
- Learned about data types, data manipulation using string and time intelligence functions.
- Bolstered my knowledge of database theory.

MAVEN ANALYTICS' ADVANCED SQL: MYSQL FOR ECOMMERCE & WEB ANALYTICS –   September 2023
- Gained substantial business acumen in this course that served as my entry to Marketing and Web Analytics.
- Successfully simulated a corporate environment and gained experience on what it's like to be a data analyst in a startup.
- Discovered and employed various SQL techniques to perform said analyses such as case pivoting, and the creation of conversion funnels, all to measure the growth of a business at various levels.

KYLE PEW'S EXCEL FROM BEGINNER TO ADVANCED –   July 2023
- Gained massive and comprehensive knowledge in Excel, like functions from SUM() all the way to XLOOKUP() and Index Matching.
- Learned to properly leverage conditional formatting, allowing for reliable and intuitive worksheets.
- Introduced myself to Power Query, M code, the creation of macros, and how to modify said macros using VBA code.

Work Experience

QUOTE REVIEW SPECIALIST – 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.