

Loay Ayman Mohamed

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SUMMARY

Data Analyst with hands-on experience in SQL, Power BI, Excel, and Python specializing in data cleaning, analysis, and interactive dashboard development. Proven ability to translate complex datasets into actionable insights that support data-driven business decisions. Strong analytical mindset with an engineering background and a passion for continuous learning.

EXPERIENCE

Data Analyst Trainee Digital Egypt Pioneers Initiative – DEPI	Nov 2025 – Present Internship Hybrid
<ul style="list-style-type: none">Performed data cleaning, transformation, and analysis using SQL and Python.Developed interactive dashboards and analytical reports using Power BI and Excel.Identified trends and delivered actionable insights to support business.	

PROJECTS

Layoffs Analysis [GitHub Link](#)

- Built an end-to-end ETL pipeline analyzing 1,900+ global layoff records, transforming raw data into an executive-level Power BI dashboard.
- Cleaned and standardized data using SQL (duplicates removal, NULL handling, standardizing formats, correcting inconsistencies) to ensure high data quality.
- Performed EDA in SQL to identify yearly trends, rolling totals, and top impacted companies and industries.
- Created DAX measures and calculated columns to improve analytical accuracy and close data gaps.
- Designed an 8-page Power BI dashboard using star-schema modeling to optimize performance and relationships.

HR Analysis [GitHub Link](#)

- Processed and analyzed 6,000+ HR records using Power Query, ensuring clean, consistent, and analysis-ready data.
- Developed 15+ DAX measures to calculate core HR KPIs including Attrition Rate, Active Employees, Average Salary, Hiring Trends, and Tenure Metrics.
- Built a star-schema data model to enhance report performance and calculation accuracy.
- Designed a multi-page Power BI dashboard analyzing demographics, performance, satisfaction, and attrition.
- Identified key attrition drivers by department, job role, and tenure to support retention strategies.

World Population (EDA) [GitHub Link](#)

- Conducted Exploratory Data Analysis (EDA) on a global population dataset using Python (Pandas, Matplotlib, Seaborn) to uncover long-term demographic trends.
- Cleaned and transformed the dataset by removing non-numerical fields, creating numeric subsets, and calculating correlation matrices for feature relationships.
- Performed data validation, missing-value analysis, and statistical summaries.
- Created correlation matrices and continent-level aggregations to analyze population growth patterns.
Visualized insights using line charts, heatmaps, and boxplots.

EDUCATION

Bachelor's degree in communications and electronics engineering.

Sep 2020 – June 2025

Mansoura Higher Institute of Engineering and Technology.

SKILLS

Technical Skills:

- Data Analysis & Visualization:** Power BI (DAX, Power Query, Data Modeling), Excel (Pivot Tables, Power Pivot, Power Query)
- Programming & Querying:** SQL (MySQL, PostgreSQL), Python (Pandas, NumPy, Matplotlib, Seaborn)
- Tools & Platforms:** Git/GitHub, AWS
- Concepts:** ETL Processes, Data Cleaning, EDA, Data Modeling
- Other:** CCNA, Atoll, Packet Tracer

Soft Skills: Problem-Solving, Attention to Detail, Analytical Thinking, Data Storytelling, Data-Driven Decision Making, Presentation Skills, Team collaboration.

CERTIFICATES

- Data Analysis with Excel Power Tools – Datacamp [show certification](#)
- Excel Fundamentals – Datacamp [show certification](#)
- Data Analyst in Power BI – Datacamp [show certification](#)
- Power BI Fundamentals – Datacamp [show certification](#)
- Data Analyst in Python – Datacamp [show certification](#)
- Python Data Fundamentals – Datacamp [Show certification](#)
- The Science of Statistics for the Purposes of Data Science and Artificial Intelligence – Unihance [Show certification](#)

LANGUAGES

- English:** B2 – Verified via British Council
- Arabic:** Native