

Loay Ayman Mohamed

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SUMMERY

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

Nov 2025 – Present

Digital Egypt Pioneers Initiative – DEPI

Internship | Hybrid

- 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