Moataz Elmesmary

BI Developer - Data Analyst

✉ moataz.mesmary@gmail.com 📞 +20 100 0033 506 📍 Cairo, Egypt 🔗 Portfolio

in linkedin.com/in/moatazelmesmary Moataz-Elmesmary

PROFILE

Data Analyst | BI Developer Proficient in **SQL, Power BI, Tableau, Python, Excel, ETL processes, Dashboarding, MSBI Stack (SSIS, SSRS, SSAS) and data warehousing** with a strong ability to transform raw data into actionable insights. Created the **most-starred Data Science Roadmap in MENA** *(Top 3% GitHub repositories).*

EDUCATION

Bachelor's in Computer & Information Sciences (Medical Informatics Dept), Sep 2019 – Jun 2023
Mansoura University
GPA: 3.3 (Very Good) | **A+** in Graduation Project

EXPERIENCE

Data & Reporting Analyst, *El Ezaby Pharmacies (HR Department)* Jul 2025 – Present
- Managed workforce data across **430+ branches**, handled workforce datasets at scale. Nasr City, Egypt
- Built a **DWH** model to consolidate employee snapshots, resignation records, and workforce plans that reduced manual data processing time by **40%**.
- Developed Power BI dashboards to monitor HC, FTE changes, and workforce gaps between the actual and the planned, improving HR reporting efficiency by **60%**.
- Analyzed resignation patterns and root causes to support retention strategies.
- Tracked HR performance KPIs, including turnover and manpower planning efficiency.

INTERNSHIPS

ITI - Business Intelligence Developer, Mar 2025 – Jul 2025
Information Technology Institute - Intensive Code Camp (ICC) 4+ months ☑

Ideation Bootcamp - Developed a final project for a potential startup, *Creativa-36h* ☑ Nov 2022 – Dec 2022

Computer Vision, *ITI Summer Training - 144 hours - Projects* ☑ Jul 2022 – Sep 2022

Python for Machine Learning & Data Science, *CCIC - 72 hours* ☑ Aug 2021 – Oct 2021

PROJECTS

End-to-End BI Examination System, *ITI Graduation Project* ☑
- Implemented end-to-end DWH lifecycle: from **ERD/mapping** and **T-SQL** creation to developing the **ETL** pipeline in **SSIS**.
- Wrote **25+ Stored Procedures**, and built **6** parameterized **SSRS reports** for key operational insights.
- Built full **Power BI** solution, including **data modeling**, advanced **DAX** measures, and 20+ interactive dashboards.

E-commerce Logistics Performance Analysis, *Vodafone Egypt Technical Assessment* ☑
- Built a full analytical solution in Power BI, covering data cleaning (Power Query), modeling, and KPI creation (DAX).
- Integrated Orders, Deliveries, and Products into a unified model and designed dashboards to track performance.
- Uncovered critical insights and **Recommended** actions to boost on-time delivery by **10–15%**.

Airlines Delay Analysis, *Power BI* ☑
- Transformed raw data into an optimized **Star Schema** data model using Power Query (ETL).
- Developed interactive dashboards with over **12 DAX** measures to track KPIs like (Delay Rate, On-Time Performance)
- Uncovered critical insights into delay causes and airline performance.

Egyptian Mobile Store Sales Analysis (Excel) ☑
- Built an **end-to-end sales analytics solution** analyzing 160M+ EGP across 12+ branches.
- Developed **15+ DAX measures** including time intelligence (MoM Change %, Previous Month Sales).
- Extracted key insights: company market shares and product metrics (COGs, Net Profit, Profit Margin %).

Superstore Sales & Customer Analytics Dashboard (Tableau) ☑
- Built dynamic dashboards with KPIs, trends, and product/customer insights with drill-down and cross-filtering .
- Used advanced charts: forecast, waterfall, lollipop, donut, map, and more.

Egyptian Grocery Market Basket Analysis, *(Association Rules)* ☑
- Extracted frequent itemsets using the **Apriori algorithm**.
- Generated association rules with key metrics: **support**, **confidence**, **lift**, etc.
- Directed Network Graph showing the top 20 strongest rules.

Sales Analytics (Power BI + SQL) ⧉
- created **SQL views** for dimensions, leveraging DirectQuery and a robust **Star Schema** with role-playing dimensions.
- Implemented **10+** impactful **DAX measures** and advanced **KPIs** to provide sales and operational insights.

A Smart Upper-Exoskeleton for Patients with Paralysis - [Graduation Project], *Team Leader* ⧉
- Used **YOLOv7** for Object Detection. - Measured distance and object size.
- Applied **Mask RCNN** for Segmentation and extracting object shape for grasping.
- Applied voice recognition using **Whisper OpenAI**.

Diabetes Prediction, *Web App Based on ML* ⧉
- Preprocessed data, trained a **Random Forest model** (85% accuracy) and Deployed the model using **Flask**.

Car Prices Prediction ⧉
- Cleaned the dataset and Visualized trends to identify pricing patterns.
- Applied **Classification**, **Regression**, **Hierarchical Clustering** and **K-Means**.

Signature Restoration, *Matlab* ⧉
- Used Image processing techniques and removed gaussian noise, salt and pepper and fixed the colored signatures.

Breast Cancer Detection Using Perceptron and SLP ⧉
- Built a Single-Layer Perceptron model for breast cancer classification, achieving 95% accuracy.
- Optimized training performance and visualized weight convergence across epochs.

Data Analysis Using Excel ⧉
- Provided insights to sales performance, customer behavior, and product trends through interactive dashboards.
- Utilized advanced Excel functions and formulas to automate data analysis and reporting processes.
- Identified key trends and patterns in sales data, leading to data-driven decision-making.

Distance Measurement System Using Realsense Camera ⧉
- Developed a computer vision system to measure distance and object size using OpenCV.
- Implemented depth sensing, object detection, and segmentation to achieve real-time measurements.
- Built algorithms to convert pixel data into real-world units for accurate distance and size estimation.

TECHNICAL SKILLS

SQL │ **Power BI** │ **Excel** │ **Tableau** │ **DAX** │ **Statistics** │ **Probability** │ **Data Visualization** │ **GIT** │ **GitHub** │ **Data Preprocessing** │ **Python** — (Pandas, Numpy, Matplotlib, Seaborn) │ **NoSQL-MongoDB** │ **Data Modelling** │ **Machine Learning Fundamentals** │ **Big Data Fundamentals** │ **ETL** │ **MSBI Stack (SSIS, SSRS, SSAS)** │ **GSheets**

AWARDS & COMPETITIONS

Made In Egypt Competition (Finalist), *Smart World Track* ⧉   Sep 2023
Qualified for the final stage out of 131 teams from different governorates of Egypt.

Egypt IoT & AI Challenge - (TOP 10) ⧉   Sep 2023
One of the best 10 projects out of 200 GP all over Egypt.

Ibtikar contest - Robotics Field - (1st place), *Hosted by Egypt's Ministry of Youth and Sports*   Jan 2023
Out of 33 projects, we were chosen to represent our university in Ebdaa Contest Stage.

Scientific Gallery - Technology Field - (1st place), *Mansoura University*   Dec 2022
Participated with our Graduation Project in the 7th edition; awarded a shield certificate.

The Ideal Student 2022-2023 (1st Place), *Mansoura University*   Dec 2022
Featured in: Youm7 ⧉ │ Al-Bawaba News ⧉ │ Nahar Egypt ⧉

CERTIFICATES

Associate Data Analyst in SQL ⧉	**Math for Data Science** ⧉	**1St Place – Scientific Gallery** ⧉
DataCamp 39h track - Apr 2025	Alison Course - Jul 2023	Technology Field - Dec 2022
Ideation Bootcamp Training ⧉	**Computer Vision** ⧉	**Data Science Instructor** ⧉
Creativa – Dec 2022	ITI - Summer Training - Sep 2022	CIS Team - Sep 2022
Data Science & Machine Learning ⧉	**ITDS-4 Participation** ⧉	**Python Programming**
CCIC – Oct 2021	Mansoura University - Mar 2020	Udacity - Mahara Tech - 2019

MENTORING - PROVIDING ONLINE CONTENT

Data Science Roadmap - GitHub ⧉
- Created a Reference ranked within the **top 3%** of GitHub repositories **globally** with over **3.8K+** stars on GitHub.
- Mentored over 70 learners in Data Science field.
- Made online and offline sessions. - Ran Workshops.

Data Science Roadmap Explanation - YouTube, *+17K Views* ⧉

Intro To Data Science - YouTube, *+13K Views* ⧉

INTERPERSONAL SKILLS

- Communication Skills
- Creative Thinking
- Attention to Detail
- Presentation
- Team Working
- Time Management
- Multi-Tasking
- Leadership

STUDENT & VOLUNTEERING ACTIVITIES

CIS Team, *HR Member 2020 - Media Innovator 2021 - Data Science Squad Instructor 2022*

Student Union, *Families Committee Member 2020 - Sports Committee Head 2021 - Scientific Committee Head 2023*

Students For Egypt, *Sports Committee Member 2020 - Head Of Sports Committee 2021 - Vice Leader 2022*

Osbat Elkheir, *HR Committee Member 2016 - Treasury Committee Head 2018*

LANGUAGES

Arabic	**English**	**French**
Native	Proficient in Speaking and Writing	Beginner

ADDITIONAL INFORMATION

Military Service, *Soldier in the Air Forces (Future Of Egypt)* — Jan 2024 – Mar 2025
Completed As a Contract **Data Analyst**,
  I Handled and analyzed large volumes of financial and contractual data related to military
  assets, including lands, farms, buildings, and lease agreements.