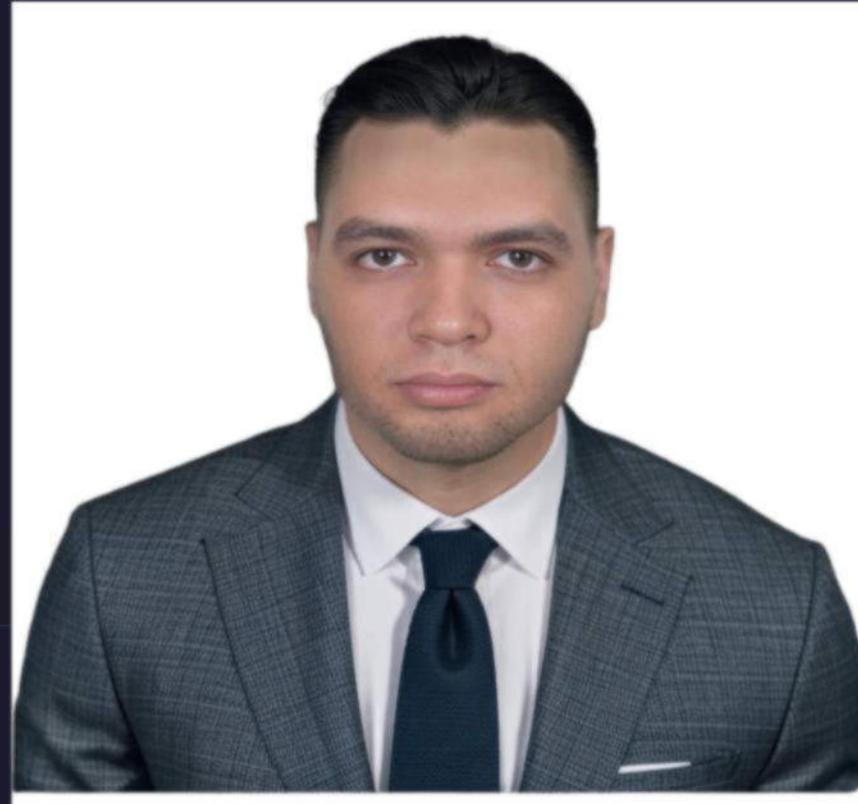


portfolio



- ✓ Data Analysis
- ✓ Mohamed Mahmoud Fouad

#EXTRACTED RESULTS :

Y Extract Purchases Details :

- Total Purchases
- Deal Purchases & it's Percentage
- Web Purchases & it's Percentage
- Catalog Purchases & it's Percentage
- Store Purchases & it's Percentage

Y Extract Recency Details :

- Recency Days (Last Purchase)
- Total Customer In Prev 14 Days
- Total Customer 15 To 30 Prev Days
- Total Customer 31 To 60 Prev Days
- Total Customer 61 To 99 Prev Days

Y Calculate Metrics as :

- Top 5 Customer in Income
- Calculate Total Website Visits
- Calculate Total Customers Complains
- Calculate Customers Complains Percentage

Y Accepted Campaigns Details :

- Total Campaign 1 Offers Acc
- Total Campaign 2 Offers Acc
- Total Campaign 3 Offers Acc
- Total Campaign 4 Offers Acc
- Last Campaign (Response)

Y Extract Products Details :

- Total Amout Spend On Fruits
- Total Amout Spend On Meat
- Total Amout Spend On Sweets
- Total Amout Spend On Gold

Y Calculate Some KPIs as :

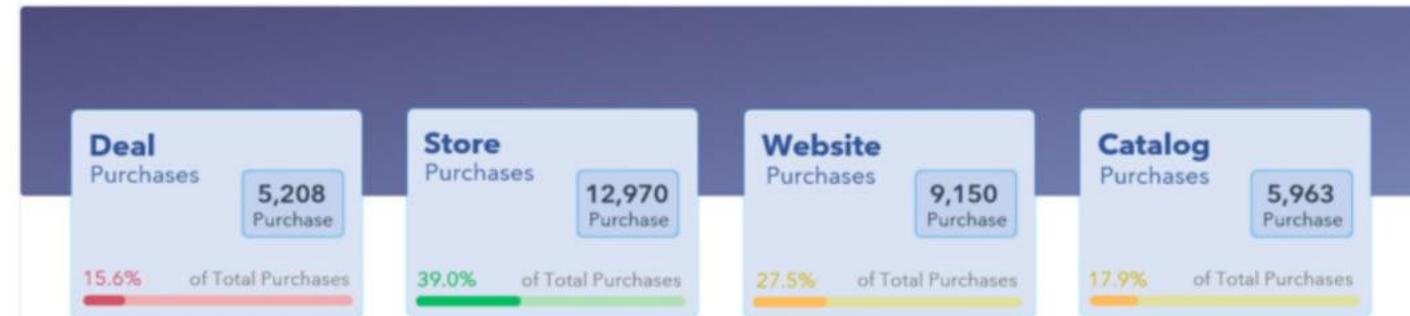
- Total Customers
- Total Income
- Average each Customer Income

E-Commerce Customers Personality

SQL Extracted Insights Data Visualization & Storytelling



Customers Personality



TOP 5 Customer	
1	ID 9432 Income \$ 666,666
2	ID 1503 162,397
3	ID 1501 160,803
4	ID 5336 157,733
5	ID 8475 157,243



Number of Accepted Campaigns Offer

This number represents the number of accepted individuals or the number of customers who accepted the offer for the advertising campaign, so we can see the extent of the impact of each campaign and make a comparison between them



Products Comparison

what are the most products in terms of the amount spent on them

Meat	75.8 %
Fruits	11.9 %
Sweets	12.3 %

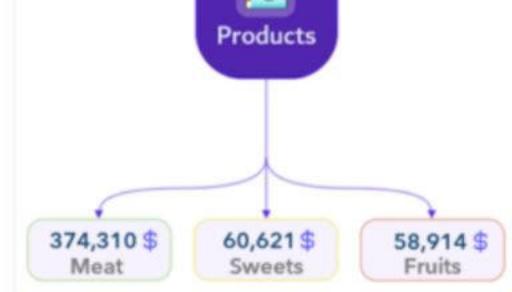


Customers Purchases Recency

Num of customers whose last purchase was during the previous month : 724



Amount Spend on Products



Cookie Store Analysis

Exploratory Data Analysis using SQL to Extract Answers For Some Questions



REQUIRED QUESTIONS :

? ? Calculate Each Customer Total Orders
(Showing His Name).

? ? Calculate Each Customer Total Revenue
(Showing His ID, Name, City).

? ? We Want to Know Total Quantity Of Each
Cookie (Showing Cookie ID, Cookie Name).

? ? Calculate Total Quantity Of Each Cookie
(Cookie Name, Revenue, Cost, Profit).

? ? What's Total Orders Number ?

? ? What's Cookie Total Revenue ?

? ? What's Cookie Total Profit ?

? ? What's Cookie Total Cost ?

? ? What's Total Orders Revenue ?

Cookie Store Analysis

SQL Extracted Questions Answers Data Visualization & Storytelling



Extracted Results Visualization
Cookies Store Analysis



City Details :
Orders Revenue for each City

	Seattle	8,418
	Huntington	10,462
	Green Bay	14,706
	Salt Lake	14,870
	Mobile	17,435

Customers Details :
Each Customer Total Orders

	Tres Delicious	38
	ABC Groceries	46
	ACME Bites	49
	Wholesome Foods	64
	Park / Shop Stores	77



- All Money amounts are in Dollar.
 - Green is High, Yellow is Average and Red is Low
- Tarek Ahmed Attia - Marketing Data Analyst

Products Details :

Each Product Quantity Sold, Revenue, Cost and Profit

	Sugar	3,110	3,468	1,734	1,734
	# Sold	Revenue	Cost	Profit	
	Fortune Cookie	3,468	9,330	3,887	5,442
	# Sold	Revenue	Cost	Profit	
	Snickerdoodle	2,751	11,004	4,126	6,877
	# Sold	Revenue	Cost	Profit	
	White Chocolate Mac Nut	2,494	12,470	5,486	6,983
	# Sold	Revenue	Cost	Profit	
	Oatmeal Raisin	2,489	14,934	6,844	8,089
	# Sold	Revenue	Cost	Profit	
	Chocolate Chip	2,973	14,685	5,874	8,811
	# Sold	Revenue	Cost	Profit	





Facebook Campaigns Dashboard

Marketing Analytics Project - Data Visualization & Storytelling



Objective of Analysis :

I Want to Make a Visualization & Storytelling For 7 Facebook Campaigns Results on a Dashboard for ease to read the Campaigns Results

Steps :

- Data Ingestion
- Data Analyzing
- Data Visualization & Storytelling

Facebook Campaigns Dashboard

Marketing Analytics Project - Data Visualization & Storytelling



Campaign Info

Campaign - Ex 2

ID : 2384-3647-1568



Funnel

91
Lan Page Views

30
Add to Cart

35
Purchases

Made by /

Tarek Ahmed Attia
Junior Data Analyst

Add To Cart

30

Number

\$ 3,898

Conversion Value

Purchases

35

Number

\$ 2,702

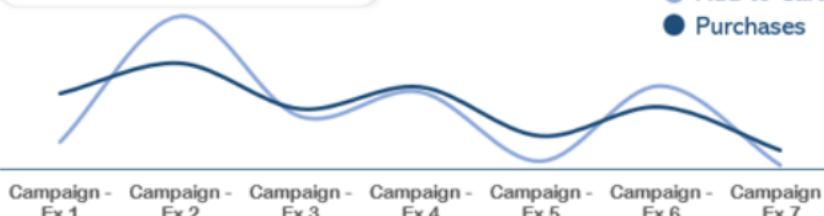
Conversion Value

Bid Strategy



Cost Cap

Add to Cart & Purchases



\$ 854
Budget

Campaigns Purchases



Campaign - Ex 1

Campaign - Ex 2

Campaign - Ex 3

Campaign - Ex 4

Campaign - Ex 5

Campaign - Ex 6

Campaign - Ex 7

87,452

Impression

5,191

Reach

91

Land Views

3.16

ROAS



Twitter Campaigns Dashboard

Marketing Analytics Project - Data Visualization & Storytelling



Objective of Analysis :

I Want to Make a Visualization & Storytelling For 4 Twitter Campaigns Results on an Interactive Dashboard for ease to read the Campaigns Results

Steps :

- Data Ingestion
- Data Analyzing
- Data Visualization & Storytelling

Twitter Campaigns Dashboard

Marketing Analytics Project - Data Visualization & Storytelling



Web Scraping Project

Scrape Specific Data From Wuzzuf using Python – BeautifulSoup



16 lines (16 sloc) | 3.76 KB

Raw Blame

Search this file...

1	Job Title	Company	Location	Skills
2	Data Analyst	Gomla Market	Ameria, Alexandria, Egypt	Entry Level · Business Development · Logistics/Supply Chain · Analyst/Research · Analysis ·
3	Senior Data Analyst - Cairo	Confidential	Cairo, Egypt	Experienced · IT/Software Development · Analyst/Research · Engineering - Telecom/Techn
4	Senior Data Analyst	Alarabia Group	10th of Ramadan City, Cairo, Egypt	Experienced · IT/Software Development · Analyst/Research · Engineering - Telecom/Techn
5	Data Analyst	Hands of Hope Physical Therapy & Wellness	Maadi, Cairo, Egypt	Experienced · IT/Software Development · Analyst/Research · Analysis · Analyst · Data · Dat
6	Data Analyst	Gila Electric	New Cairo, Cairo, Egypt	Experienced · Accounting/Finance · IT/Software Development · Analyst/Research · Analysis ·
7	Data Analyst	Lecico Egypt	Alexandria, Egypt	Experienced · Analyst/Research · Analysis · Data Analyst · Data Analysis · Analyst · English
8	Data Analyst - Quality Assurance Department	IdealRatings	Heliopolis, Cairo, Egypt	Entry Level · Accounting/Finance · Quality · Analyst/Research · Finance · Quality Assurance
9	Senior Business Intelligence Analyst	Future Group	Dokki, Giza, Egypt	Experienced · IT/Software Development · Analyst/Research · Engineering - Telecom/Techn
10	Business System Analyst	The Food Lab	Maadi, Cairo, Egypt	Entry Level · Analyst/Research · Analysis · Computer Science · Data Analysis · Data Analyst
11	Senior Data Analyst	Z2 Data	Nasr City, Cairo, Egypt	Experienced · Analyst/Research · Data Analysis · Analysis · Administration · Computer Scie
12	Senior Financial Analyst	Future Group	Dokki, Giza, Egypt	Experienced · Accounting/Finance · Analyst/Research · Financial Data Analysis · Finance · a
13	Chargeback Analyst	WebBeds	Nasr City, Cairo, Egypt	Experienced · Accounting/Finance · Analyst/Research · Revenue Management · Financial A
14	Senior Treasury Analyst	TAQA Petroleum	Garden City, Cairo, Egypt	Experienced · Accounting/Finance · Analyst/Research · Finance · Financial Data Analysis · A
15	Data Analyst - Banha	Z2 Data	Banha, Qalubia, Egypt	Entry Level · Business Development · Analyst/Research · Analysis · Commerce · Computer
16	Senior Financial Data Analyst	Z2 Data	Nasr City, Cairo, Egypt	Experienced · Accounting/Finance · Analyst/Research · Analysis · Accounting · Financial · C





Freelancing Marketing Analytics Project

Facebook Page & Instagram Profile Two Quarters Comparison



Requirements :

A Client asked me to collect Data from Facebook Ads Manager to analyze Results of FB Page and Instagram Profile during two quarters of this year, in order to see the increase or decrease of the results and to make a Professional Report of the Resultst

Steps :

- Data Collecting from FB Ads Manger
- Data Visualization & Storytelling

Freelancing Marketing Analytics Project

Facebook Page & Instagram Profile Two Quarters Comparison



BEFORE AFTER COMPARISON PRODUCTS

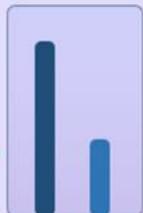
Amount Spend

64,946

Before

81,232

20.4%
After



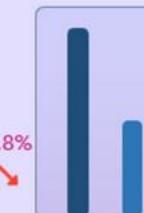
Facebook Reach

1,141,492

Before

469,879

58.8%
After



Instagram Reach

45,291

Before

92,708

51.1%
After



Paid Reach

1,102,075

Before

490,881

55.4%
After



Funnel

Reach

237,310

Lan Page View 5,297

Content View 3,403

ATC 965

1,005
Purchases

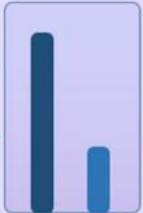
Facebook Page Visits

19,216

Before

25,501

24.6%
After



Insta Profile Visits

2,005

Before

2,310

13.2%
After



FB Page New Likes

2,925

Before

923

86.4%
After



New Insta Followers

364

Before

365

0.2%
After



Bike Sales Company Analysis

SQL Extract Results & Insights



Num Of Purchases For Each Occupation				
Management	Manual	Professional	Skilled Manual	Clerical
73	59	150	118	95

Relationship Between Miles & Num Of Purchases	
Miles	Num Of Purchases
0-1 Miles	207
1-2 Miles	83
2-5 Miles	95
5-10 Miles	77
10+ Miles	33

Num Of Purchases Per Region	
Region	Purchases
Europe	156
North America	220
Pacific	119

Num Of Purchases Per Gender	
Male	Female
243	252

Bike Sales Company Analysis

SQL Extracted Questions Answers – Data Visualization & Storytelling





Performance Analysis Dashboard

Interactive Sales Dashboard For A Store



Objective of Analysis :

I Compared 3 Branches of a Store in terms of (Sales and Total Amount Paid, Target, Orders Details and Orders Status) to know the efficiency of each Branch

Steps :

- Data Ingestion
- Data Analyzing
- Data Exploration
- Data Visualization

Performance Analysis Dashboard

Interactive Sales Dashboard For A Store



Campaign Audience Analytics

Marketing Analytics Project using Google Data Studio Report



Google Campaign
Analytics

Audience Analysis

4,238

Clicks

46

Converted Clicks

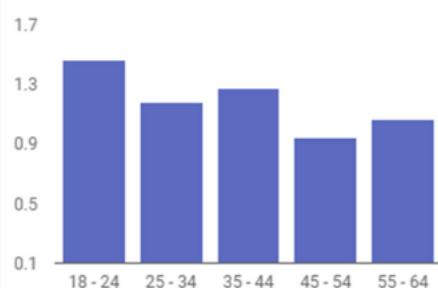
\$565.15

Converted Click Cost

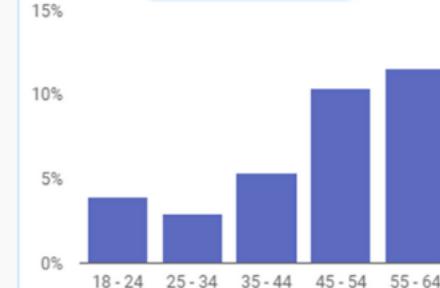
10.87%

Click Conversion Rate

CPC Per Age



CTR Per Age



\$ 2,421.62

Budget

395,431

Impressions

34.21%

CTR

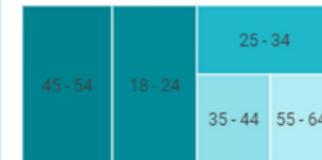
\$5.95

CPC

Clicks Per Age



Budget Per Age



KPIs Filter

Age Range

Charts Filter

Gender

Tarek Ahmed

Junior Data Analyst



E-Commerce Dashboard

Data Visualization using Power BI Software



Objective of Analysis :

In this Project, I Analyzed and Visualized the data of E-Commerce that have 4 Departments for 3 Years to make a Comparison between Departments.

Steps :

- Importing Data From MS Excel
- Data Visualization
- Publish The Dashboard Into Power BI Services

E-Commerce Dashboard

Data Visualization using Power BI Software





Covid-19 Analysis

Data Visualization using Power BI Software



Objective Of Analysis

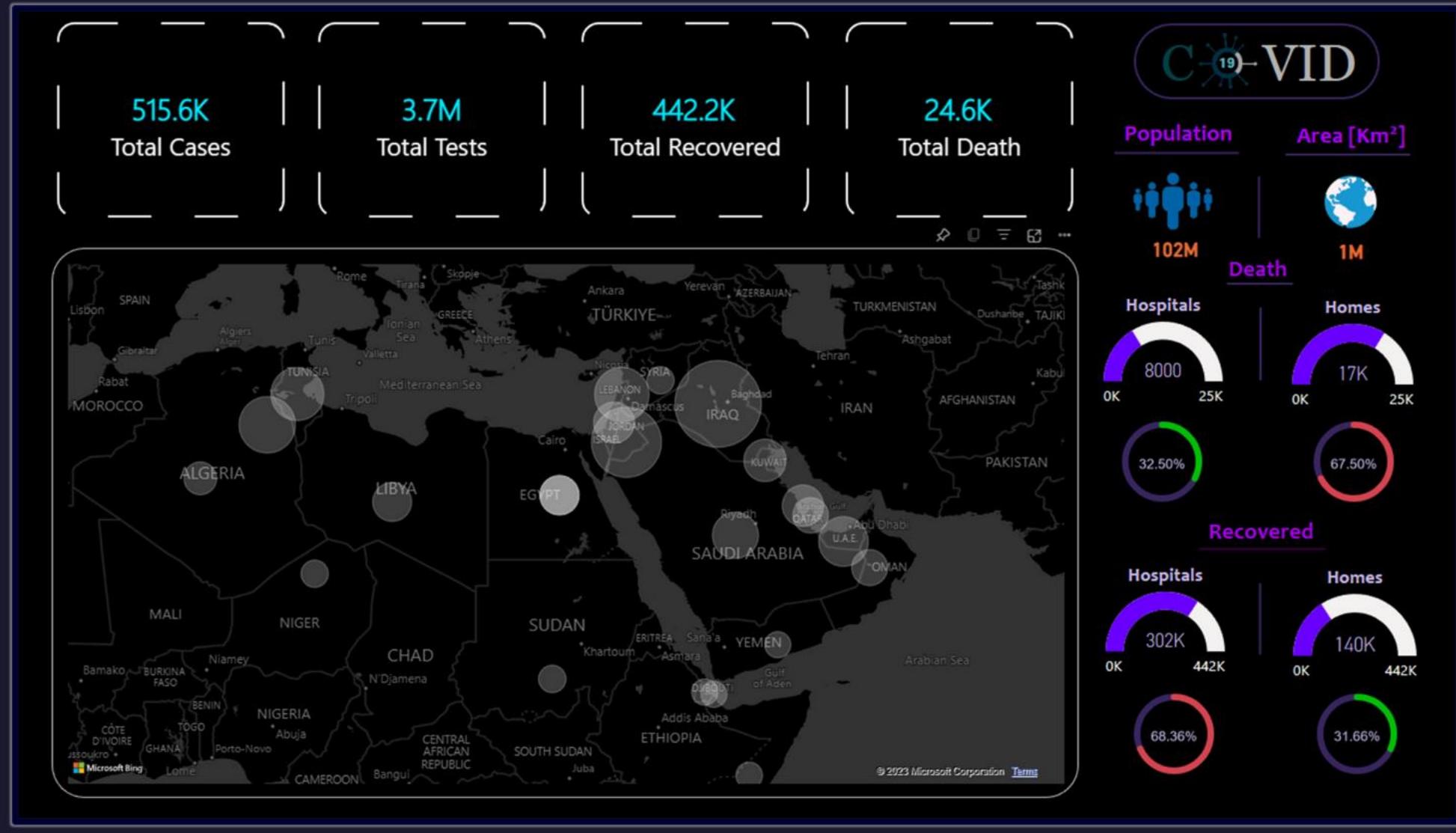
In this Project, I Analyzed Corona Virus Data for Arab Countries to answer some questions and make a Comparison between them.

Steps :

- Importing Data From MS Excel
- Data Visualization
- Publish The Dashboard Into Power BI Services

Covid-19 Analysis

Data Visualization using Power BI Software





LapTop Store Dashboard

Interactive Sales Dashboard For A Store



Objective Of Analysis

I Analyzed the data of LapTop Store and create an Interactive Dashboard to make a Comparison between 7 Types of LapTop to know what type is the most selling

Steps :

- Data Ingestion
- Data Analyzing
- Data Exploration
- Data Visualization

LapTop Store Dashboard

Interactive Sales Dashboard For A Store





USA Store Analysis

Python Data Analysis Project



Objective Of Analysis

In this Project, I used Python to Perform Exploratory Data Analysis (EDA) to USA Store to answer some question and do Data Visualization to the Information.

Steps :

- Import Data from Excel
- Data Cleaning
- Data Exploration
- Data Visualization

USA Store Analysis

Python Data Analysis Project



- More categories details (Each sub category sales in each category)

```
In [33]: fur_subcat = ["Bookcases", "Chairs", "Furnishings", "Tables"]
fur_subcat_sales = [114880.00, 328449.10, 91705.16, 206965.53]
office_subcat = ["Appliances", "Art", "Binders", "Envelopes", "Fasteners", "Labels", "Paper", "Storage", "Supplies"]
office_subcat_sales = [107532.16, 27118.79, 203412.73, 16476.40, 3024.28, 12486.31, 78479.21, 223843.61, 46673.54]
tech_subcat = ["Accessories", "Copiers", "Machines", "Phones"]
tech_subcat_sales = [167380.32, 149528.03, 189238.63, 330007.05]
colors = ["#C85250", "#E5C101", "#E5C101", "#18A558"]
c1 = ["#E5C101", "#18A558", "#C85250", "#E5C101"]
c2 = ["#E5C101", "#C85250", "#18A558", "#C85250", "#C85250", "#E5C101", "#18A558", "#E5C101"]
c3 = ["#E5C101", "#E5C101", "#E5C101", "#18A558"]
```

```
In [34]: plt.style.use('seaborn')
fig, ax = plt.subplots(nrows = 3, ncols = 1)
ax[0].bar(fur_subcat, fur_subcat_sales, width = .1, color = c1)
ax[0].set_title("Furniture")
ax[1].bar(office_subcat, office_subcat_sales, width = .27, color = c2)
ax[1].set_title("Office Supplies")
ax[2].bar(tech_subcat, tech_subcat_sales, width = .1, color = c3)
ax[2].set_title("Technology")
fig.tight_layout(pad = 1)
plt.show()
```





Flight Company Analysis

Python Data Analysis Project



Objective Of Analysis

In this Project, I used Python to Analyze Flight Company Data to answer some question then Visualize the Results.

Steps :

- Import Data from Excel
- Data Cleaning
- Data Exploration
- Data Visualization

Flight Company Analysis

Python Data Analysis Project



Q / Which Agency Book The Most Flights ?

The Most Flights Booking By | Rainbow Agency

```
In [48]: data["agency"].unique()
```

```
Out[48]: array(['FlyingDrops', 'CloudFy', 'Rainbow'], dtype=object)
```

```
In [50]: data["agency"].value_counts().sort(ascending = False)
```

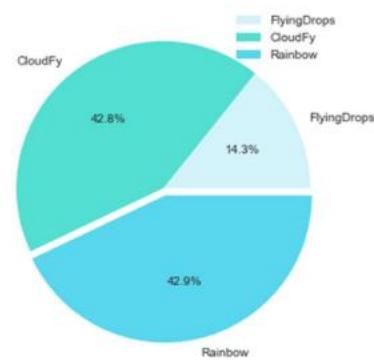
```
Out[50]: Rainbow      116752  
CloudFy      116378  
FlyingDrops    38758  
Name: agency, dtype: int64
```

```
In [51]: agencies = ['FlyingDrops', 'CloudFy', 'Rainbow']  
num_of_booking_flights = [38758, 116378, 116752]
```

```
In [54]: np.max(num_of_booking_flights)
```

```
Out[54]: 116752
```

```
In [64]: plt.style.use('seaborn')  
colors = ["#D3F4FB", "#53DFD1", "#59D7EE"]  
explode = [0, 0, 0.05]  
plt.pie(num_of_booking_flights, data = data, colors = colors, labels = agencies, explode = explode, autopct = "%1.1f%%")  
plt.legend()  
plt.show()
```





Corona Virus Analysis

Python Data Analysis Project



Objective Of Analysis

In this Project, I used Python to Analyze Corona Virus Data for Arab Countries to explain more Details.

Steps :

- Import Data from Excel
- Data Cleaning
- Data Exploration
- Data Visualization

Corona Virus Analysis

Python Data Analysis Project



```
In [16]: data[data["Total Recovered"] == data["Total Recovered"].max()]
```

```
Out[16]:   Country Area Population Total Cases Total Tests Total Death Total Recovered Rec Home Rec Hos Death At Homes Death At Hospitals
8      Iraq 435244 402222493 2329313 18631073 25221 2302855 802855 1500000 10000 15221
```

```
In [17]: data[data["Total Recovered"] == data["Total Recovered"].min()]
```

```
Out[17]:   Country Area Population Total Cases Total Tests Total Death Total Recovered Rec Home Rec Hos Death At Homes Death At Hospitals
21 Union Of Comoros 2235 869601 8100 113212 160 7933 3933 4000 90 70
```

```
In [18]: round(data["Total Recovered"].mean(), 2)
```

```
Out[18]: 555742.68
```

Calc Percentage Of Death & Recovered At (Hos & Home)

```
In [19]: death = [death for death in data["Total Death"]]
death_at_home = [death_at_home for death_at_home in data["Death At Homes"]]
death_at_hos = [death_at_hos for death_at_hos in data["Death At Hospitals"]]
```

```
In [20]: death_hos_per = [round((n1/n2)*100) for n1, n2 in zip(death_at_hos, death)]
death_home_per = [round((n1/n2)*100) for n1, n2 in zip(death_at_home, death)]
```

```
In [21]: rec = [rec for rec in data["Total Recovered"]]
rec_at_home = [rec_at_home for rec_at_home in data["Rec Home"]]
rec_at_hos = [rec_at_hos for rec_at_hos in data["Rec Hos"]]
```

```
In [22]: rec_hos_per = [round((n1/n2)*100) for n1, n2 in zip(rec_at_hos, rec)]
rec_home_per = [round((n1/n2)*100) for n1, n2 in zip(rec_at_home, rec)]
```

```
In [23]: data.insert(11, column = "Per of Rec At Hos", value = rec_hos_per)
data.insert(12, column = "Per of Rec At Home", value = rec_home_per)
data.insert(13, column = "Per of Death At Hos", value = death_hos_per)
data.insert(14, column = "Per of Death At Home", value = death_home_per)
```

REQUIRED QUESTIONS :

Create a Revenue Column to Calculate each Order Revenue In Orders Table

Create a Cost Column to Calculate each Order Cost In Orders Table

Create a Profit Column to Calculate each Order Profit In Orders Table

What is Total Number of Customers ?

Calculate Total Number Of Orders ?

Create a Separated Tabel for the Year 2020.

Calculate Total Revenue In 2020

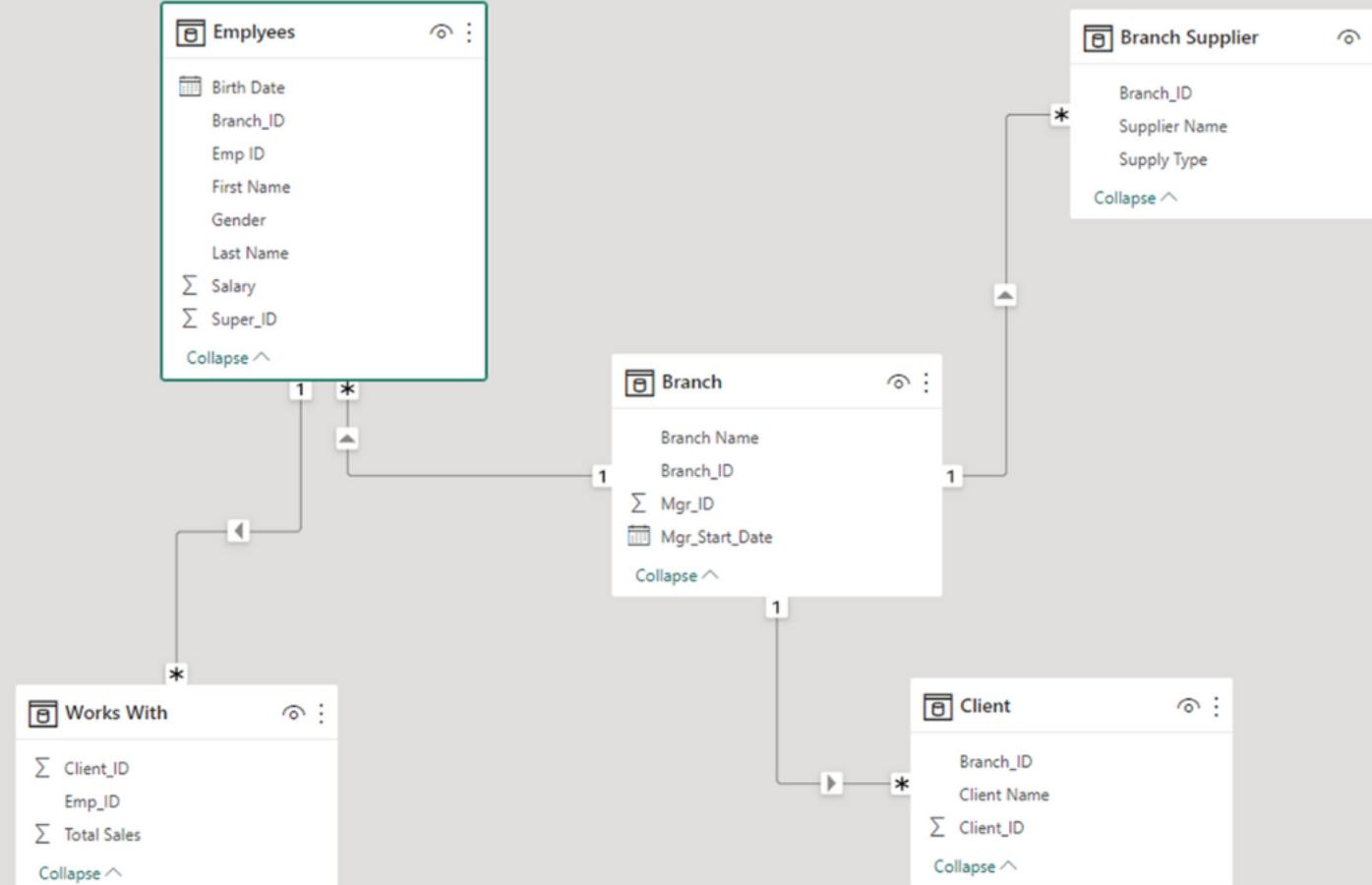
Calculate Total Profit In 2020

Calculate Total Orders & Total Customers In 2020

Calculate Total Units Sold In 2020

Data Modeling

Tables Relationships using Power BI Software





Airlines Company Analysis

Pivot Table Analysis Results Data Visualization



Objective Of Analysis

In this Project, I used Python to Perform Exploratory Data Analysis (EDA) to USA Store to answer some question and do Data Visualization to the Information.

Steps :

- Data Analyzing
- Data Exploration
- Data Visualization

Airlines Company Analysis

Pivot Table Analysis Results Data Visualization



Airlines



Online Boarding



Baggage Handling



Checkin Service

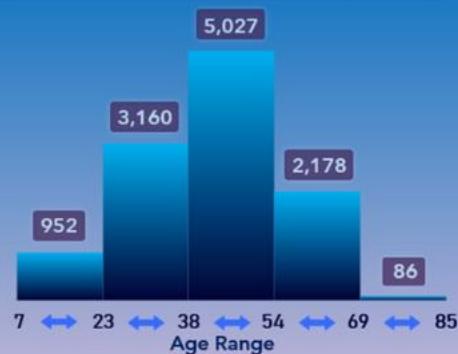


Gate Location



Departure/Arrival
Time Convenient

Satisfied Customers | Age



Satisfied Customer | Type Of Travel

Personal

Satisfied
793
10%
Of Total
Customers

Business

Satisfied
10,610
59%
Of Total
Customers

Satisfied Customer | Type Of Class

Business

Satisfied **8,686**

Eco Plus

Satisfied **475**

Eco

Satisfied **2,242**

Business 70%

Eco Plus 25%

Eco 19%



Freelancing Project

Depression Causes Analysis Report



Objective Of Analysis

A Client Asked me to Analyze the Causes of Depressions among youth and make a Report to this Results.

Steps :

- Data Analyzing
- Data Cleaning
- Data Exploration
- Data Visualization

Freelancing Project

Depression Causes Analysis Report



Causes of Depressions among Youth

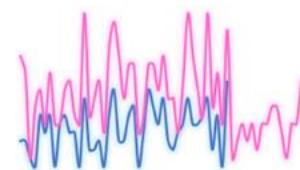
Female Male

Poor Appetite

Above or Equal Rate 5
Total Number : 37

Under Rate 5
Total Number : 21

Relation Between M & F

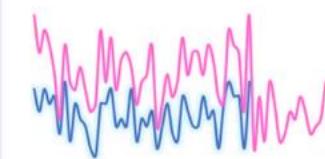


Feeling Bad Yourself

Above or Equal Rate 5
Total Number : 27

Under Rate 5
Total Number : 31

Relation Between M & F



Concentrating on Things

Above or Equal Rate 5
Total Number : 49

Under Rate 5
Total Number : 9

Relation Between M & F

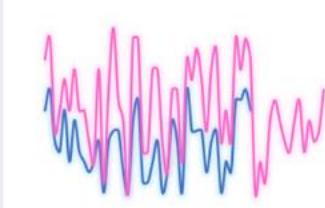


Moving / Speaking Slowly

Above or Equal Rate 5
Total Number : 35

Under Rate 5
Total Number : 23

Relation Between M & F

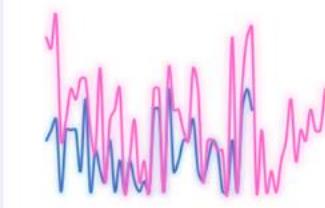


Hurting Yourself

Above or Equal Rate 5
Total Number : 26

Under Rate 5
Total Number : 32

Relation Between M & F



Analytical Presentation

Competition Teams Analysis and Presentation



PREV

Quarter

Semi

Final



This Competition Is Between 8 Teams
To Solve 10 Problem Solving In Python
Within An Hour Only

Team 1 Is The Winner !



Team 3 Is The Winner !



Team 6 Is The Winner !



Team 8 Is The Winner !





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