Mostafa Atta

DATA ANALYST & WEB SCRAPER

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Objective

Data Analyst with strong skills in Python, SQL, and Power BI, seeking to apply data-driven insights to support business decision-making and drive performance improvements.

Projects

Marketing A/B Test Analysis   **08/2025**

- Designed and conducted A/B testing to evaluate digital marketing campaign performance
- Analyzed key metrics (CTR, ROI, conversions) using Power BI to compare ad variants.
- **Provided actionable insights that guided data-driven marketing decisions.**

Daily Price Tracker – Automated Data Pipeline for E-commerce Insights   **06/2025**

- Designed a dynamic Power BI dashboard powered by Python-based web scraping.
- Built a full pipeline for daily product data extraction (price, discount, reviews) from different Ecommerce web sites.
- Created automated scripts with Selenium & BeautifulSoup, scheduled to run daily.

Facebook Ads Performance Analysis Dashboard   04/2025

- Cleaned and prepared Facebook ad data using Python (Pandas) for analysis.
- Built an interactive two-page Power BI dashboard with key KPIs (impressions, clicks, cost, conversion rate).
- Visualized performance by age, gender, company, and interests to support data-driven campaign optimization

Education

Fayoum University

Bachelor of Science in Computers and Artificial Intelligence   **2022-2026**

Skills & abilities

Programming: Python (pandas, NumPy, BeautifulSoup, Selenium, requests),Javascript.
Data Visualization: Power BI, Matplotlib, Seaborn.
Data Tools: Excel, SQL,Postgersql,SQL server.
Soft Skills : Strong communication, problem-solving, teamwork, adaptability, and attention to detail.
Other: Git, Jupyter Notebook, Microsoft Word, PowerPoint