ABDULRHMAN KAMEL

Data analyst

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Education

Alexandria University   Sep. 2020 – Jun 2024
Bachelor of Computer Science   *Alexandria, Egypt*

Experience

Sprints   Jun 2021 – Jul 2021
Data Science   *Remote*
- Apply the analytical life cycle to business need including EDA for analytical model development.
- Develop a series of supervised learning models based on different techniques such as Decision tree and KNN then using Time series analysis.

Projects

Web Scrape | *Python, Kafka, MongoDB*
- Access Dogecoin Twitter data, use a (Python) scraping script to get the tweets.
- Build up Kafka Application on a local machine.
- Create a Kafka producer that streams tweets from the scraping script and publishes them to a Kafka topic.
- Create a Kafka consumer that reads tweets from the Kafka topic.
- Clean Data and Build a Spark ML script that performs sentiment analysis on the tweets.
- Store the sentiment results to MongoDB to Build a summary Visualization of the analysis results.

Analyzing Customer Churn | *Power BI*
- investigate a dataset from an example telecom company called Databel and analyze their churn rates .
- Conducted exploratory analysis to identify churn trends .
- Created interactive dashboards for stakeholders .
- Recommended retention strategies based on insights .

HR Analytics | *Power BI*
- Conducted comprehensive exploratory data analysis and visualization on HR data for Atlas Labs, a software company, using Power BI.
- Utilized advanced DAX techniques to extract valuable insights into employee demographics and performance, aiding Atlas Labs in strategic decision-making.
- Investigated factors influencing attrition rates within the organization, providing actionable recommendations for employee retention strategies.
- Crafted a professional and branded report design, ensuring clarity and accessibility of findings for key stakeholders at Atlas Labs

Net Revenue Management | *Excel*
- Conducted a comprehensive analysis of market share and value growth for a Fast Moving Consumer Goods (FMCG) company, utilizing advanced Excel techniques to calculate key performance indicators (KPIs).
- Applied Net Revenue Management (NRM) principles to optimize brand portfolio pricing and mix management, enhancing gross margin and net sales contribution.
- Developed strategies for Trade Terms Management, Price Pack Architecture, and Promotion Management, contributing to the overall revenue optimization process.
- Forecasted annual growth by integrating NRM pillars into a cohesive financial model, demonstrating proficiency in predictive analytics and scenario planning.
- Leveraged Excel's data analysis tools to interpret complex datasets, providing actionable insights for revenue growth and business decision-making.

Technical Skills

Languages: Python, SQL

Tools: Power BI, Excel, MySQL, Microsoft SQL Server,Git, GitHub

Platform: Azure

Mathematics: Linear Algebra,, Linear Algebra,Statistics.

Courses

Data Analyst in Power BI Track   DataCamp

Introduction to Git   DataCamp