Data Analyst
ABDELRAHMAN ASHOUR

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Skills

- Programming skills: Python - SQL - CPP
- Data bases: SQL Server, MySQL, PostgreSQL, MS SQL
- Machine learning: scikit-learn, TensorFlow, Keras, PyTorch, XGBoost
- Data Analysis: Data Visualization, EDA
- Microsoft Office: Excel (VLookup, Conditional Formatting, Pivot Tables), Word, Power Point

- Microsoft Azure (DataBricks, Azure Data Lake, Azure Data Warehouse)
- Data Visualization: Tableau, Power BI, Plotly, Matplotlib, seaborn
- Version Control: Git & Git
- Data Wrangling, OOP, Data structures and algorithms, Problem Solving, Curiosi

Projects

UDEMY FINANCIAL COURSES ANALYSIS - Personal project   May 2024

Data Preparation and Cleaning:
- Utilized Kaggle notebooks for data preprocessing, ensuring data quality and readiness for analysis.
- Streamlined dataset by removing unnecessary columns and duplicates, and replacing missing values using predictive modeling techniques.

Exploratory Data Analysis (EDA):
- Conducted comprehensive EDA with Python, identifying key patterns, trends, and anomalies within the data.
- Developed a nuanced understanding of the dataset, enabling targeted and effective analysis.

Data Visualization:
- Created advanced, insightful visualizations using Plotly and Matplotlib, depicting the global distribution and performance metrics of Udemy courses.
- Visualized key performance indicators (KPIs) and trends to inform strategic decisions.

Dashboard Development:
- Designed and developed an interactive dashboard in Power BI, incorporating processed data and DAX formulas to extract and display specific measures.
- Enabled dynamic, real-time reporting which significantly enhances stakeholder engagement and data-driven decision-making.

Model Implementation and Insights:
- Applied the Simple Imputer algorithm to predict and impute missing values, ensuring data completeness and enhancing model accuracy.
- Provided actionable insights and recommendations through the analysis of historical data and performance metrics.

Business Impact and Presentation:
- Successfully addressed specific business questions regarding course development strategies and market positioning.
- Presented analytical findings and strategic insights to senior management, demonstrating the project's impact on guiding future course offerings and marketing strategies.

ONLINE PAYMENTS FRAUD ANALYSIS-DETECTION - Personal Project   Feb 2024

Data Preprocessing:
- Streamlined data by dropping unnecessary columns.
- Replaced missing values to maintain data integrity and used predictive modeling for more complex imputations.
- Eliminated duplicates to ensure data uniqueness.

Transactional Analysis:
- Analyzed total transaction amounts by type, highlighting patterns and trends.

Fraud Analysis:
- Investigated relationships between transaction characteristics and fraudulent activities.
- Focused on flagged transactions to understand triggers for fraud alerts.

Temporal Patterns:
- Examined timing of transactions to detect fraud occurrences and identify high-risk periods.

Distribution Analysis:
- Compared the distribution of transaction amounts in fraudulent vs. non-fraudulent transactions to assess risk levels.

Model Development and Performance:
- Utilized a Random Forest Classifier with hyper-parameter tuning via GridSearchCV.
- Achieved high accuracy in fraud detection, enhancing security measures and reducing financial risks.

KHAFY APP COMPANY CUSTOMER BEHAVIOUR ANALYSIS - Khafy APP   Dec 2023

Data Manipulation and ETL Processes:
- Performed robust ETL operations using Power Query, transforming raw data into a structured, analysis-ready format, ensuring data accuracy and efficiency.

Analytical Insights and Reporting:
- Crafted detailed annotations and insights within the dashboard, highlighting key findings and guiding strategic decision-making processes.

Advanced Dashboard Design:
- Developed a comprehensive Power BI dashboard to visualize customer survey data effectively, enhancing insights into performance metrics and trends.

Interactive Data Features:
- Integrated interactive tool-tips in Power BI, providing real-time data insights and detailed contextual information to facilitate deeper analysis.

Project Management:
- Managed the project from concept to deployment in four hours, demonstrating strong project management and effective use of BI tools.

Strategic Business Contributions:
- Enabled stakeholders to identify opportunities for improvement and recognize areas of success, influencing future business strategies and marketing efforts.

Zomato Data Analysis & Classification - Dsquares Company   Oct 2023

In the analysis section of the notebook, you will find:
- Data exploration and visualization.
- Correlation analysis to identify key factors affecting restaurantratings.
- Insights into popular cuisines, locations, and more.

The classification section of the notebook covers:
- Data preprocessing and feature engineering.
- Building a machine learning classification model.
- Evaluating model performance

COVID-19 Insights: Analyzing the Pandemic with SQL - Personal Project   Sept 2023

- Developed and presented a comprehensive COVID-19 data analysis project using SQL, showcasing strong SQL querying skills and data manipulation techniques.
- Demonstrated proficiency in data cleaning, transformation, and aggregation, highlighting the ability to work with messy and complex datasets.

- Utilized a real-world dataset to extract meaningful insights into the pandemic's impact on various aspects of public health.
- Designed and executed SQL queries to answer critical questions about the pandemic's trends and patterns.
- This project reflects a commitment to data-driven analysis and problem- solving, showcasing practical skills in SQL and data analysis.

Financial Consumer Analysis and Improvement – Personal Project – Power BI   March 2022

In our EDA and data cleaning process, we have taken the following steps:
- Dropping unnecessary columns to streamline the dataset.
- Replacing certain missing values to maintain data integrity.
- Removing duplicates to ensure the uniqueness of the dataset.
- Replacing missing values with predictive modeling using the KNN algorithm.
- Utilizing data wrangling functions to prepare the dataset for analysis.
- Uploading the final cleaned data to Power BI for visualization.

Key Insights and Findings Summary:
- Steady Revenue Growth: The company has shown consistent revenue growth over the past year, indicating financial stability and market strength.
- Customer Segmentation: High-Value customers contribute the majority of revenue, emphasizing the importance of understanding their needs for future marketing efforts.
- Product Performance: "Investment Portfolio A" consistently outperforms other products, suggesting potential for increased profitability through optimization.
- And more Details in my repo you can check it.

DATA SCIENTISTS SALARIES DASH BOARD – Personal Project – tableau   March 2022

- I made that Dashboard to show Different Salaries for Different Positions such as Data Engineer, Data Analyst, Data Scientist
- Used Data science Salaries Data set from Kaggle as a data for my dash board. |Average Salary by employment type and experience level
  |Average Salaries by Experience Level and Job Title

Work Experience

DATA ANALYST - DigiTell - Full Time   Jan 2024 - Now
- **Data Integration and Management**: Developed and implemented data scraping systems to integrate CRM data from platforms such as Clever-tap, Web Engage, and Braze. Stored and organized this data in Google Sheets, enabling streamlined access and manipulation for deeper analysis and reporting.
- **Performance Reporting and Recommendations**: Managed CRM performance by generating detailed weekly and monthly reports. Provided actionable recommendations based on data insights to continually enhance campaign effectiveness and optimize marketing strategies.
- **Dashboard Development and Historical Data Analysis**: Designed and created comprehensive dashboards that consolidate CRM and digital advertising data from multiple platforms including Google Ads, TikTok Ads, Snapchat, Meta Ads, and Twitter Ads. Integrated these dashboards with historical data to provide a robust overview of marketing trends and outcomes.
- **Marketing Strategy Oversight**: Oversaw the overall performance of marketing operations, ensuring alignment with business objectives and maximization of ROI across all digital channels.

DATA ANALYST AND SCIENTIST- Najeh - Full Time   June 2023 - Dec 2024
- Spearheading advanced data analytics projects across diverse domains.
- Utilizing a wide range of data sources, including structured and unstructured data from databases, files, and APIs.
- Proficiently conducting data cleansing and exploratory analysis to prepare datasets for machine learning.
- Developing end-to-end ETL pipelines to streamline data processing and model training.
- Designing and implementing supervised and unsupervised machine learning models to solve complex problems.
- Creating insightful data visualizations to communicate findings effectively to both technical and non-technical stakeholders.

DATA SCIENCE TEAM LEAD - RadicalXAI - Internship   Nov 2023 - Jan 2024
- Team lead for black hole team in the company of domain gaming and financial services.
- My mission is to Develop Machine Learning Models and Give tasks to my team and help them with technical notes.

DATA ANALYST – CIB Egypt - Summer Internship   Aug 2023 - Sep 2023
- Collaborated closely with a team of data analysts and data scientists at CIB (Commercial International Bank) to collect, analyze, and interpret extensive datasets.
- Played a key role in generating actionable insights from large data sets, facilitating informed business decisions within the financial institution.
- Gained valuable experience in data analysis and its applications in the financial sector, contributing to the organization's data-driven approach.

DATA SCIENTIST – Launchpad.ai – Internship   July 2023 - Sep 2023
- As a Data Scientist intern at Launchpad.ai, I will work with a team of data scientists and machine learning experts to build and deploy large language models (LLMs) for natural language processing (NLP) applications and Data Science apps using LLMs techniques.

DATA SCIENTIST – World-Quant University – Internship – Remote   February 2023 - June 2023
- Have completed eight end-to-end, applied data science projects.
- In each project, they accessed data from files, SQL and NoSQL databases and APIs.
- They have demonstrated their ability to explore and clean data, create functions and ETL pipelines to prepare training sets. They have built machine learning models for supervised and unsupervised learning tasks
- Have created visualizations to explain data characteristics and model predictions for non-technical audiences.

Education

BACHELOR OF COMPUTER SCIENCE AND AI – Beni Suef University – Egypt   June 2021 - Sep 2024
Majors: Information systems, Data Science & Degree: 83% - 3.02 (GPA from 4.00)

Courses

● Foundations: Data, Data, Everywhere, Google	07/2021
● Machine Learning Specialization(Old, Updated), Harvard	07/2021 - 01/2022
● Data Science Specialization, IBM	04/2022
● Data Analysis Specialization, IBM	06/2022
● Machine Learning Pipelines with Azure ML Studio Link	07/2022
● Data Cleaning Link	06/2023
● Exploratory Data Analysis Link, IBM	03/2023
● AWS Machine Learning Certified	09/2023
● Fractal Data Analytic Certified	10/2023
● Machine learning Process	11/2023
● Machine learning algorithms	11/2023
● Azure Machine Learning From Microsoft	05/2024