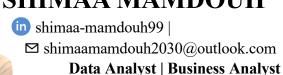
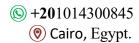
SHIMAA MAMDOUH





Education

University of Sains Malaysia (USM)

Master of Business Analytics: GPA: 3.43 [2022-2023]

Meunofia University [2017-2021]

Bachelor of Business: GPA: 3.1

SKILLS SUMMARY

Tools: Power BI, Tableau, Excel (Power Pivot, Power Query, DAX, VBA).

Languages: SQL, Python (Pandas, NumPy, Matplotlib, Beautiful Soup).

CRM Systems: HubSpot, Odoo, Salesforce – lead tracking, pipeline management, workflow automation.

Soft Skills: Reporting, Dashboard creation, Performance analysis, and Stakeholder Management.

WORK Experience

Business Development Specialist | Engineering tracks | Egypt.

- Conduct ongoing market research.
- Develop and manage strategic partnerships to drive business growth and increase sales by 30%.
- Coordinated training programs across multiple Nationalities, focusing on quality and learner engagement.
- Managed strategic partnerships with international certification bodies, including NEBOSH, PMI, Mobius, NQI
 , and the KPI.

[March-2024: April-2025]

Portfolio Projects

Jun-2025

Automated Executive Dashboard for Decision-Making | Link

Tools: SQL Server | Power BI | Power Automate.

- 1. Tracked revenue, project health, and key performance indicators (KPIs) across multiple teams through an interactive executive dashboard.
- 2. Extracted and transformed structured data from SQL Server to ensure the accuracy and reliability of insights.
- 3. Automated reporting workflows using Power Automate to send scheduled updates via Microsoft Teams, Outlook, and email.
- 4. Implemented user-level personalization with dynamic recipients and tailored content delivery

Customer Segmentation using | RFM Technique | Link

Tools: Excel | Power BI | DAX

- Identified the most profitable and loss-making products using detailed profitability analysis.
- Monitor key business metrics such as sales, profit, and return rates in performance comparison.
- Pinpointed the most profitable geographic locations through advanced regional performance analysis.
- Analyzed sales trends over time to evaluate performance against the previous year and identify seasonal patterns.

Credit Card Fraud Detection in a European Bank by using Machine Learning Architecture.

Tools: Python | Machine Learning

- Developed and implemented a machine learning architecture to detect credit card fraud in a European bank, focusing on enhancing transaction security and real-time fraud prevention.
- Addressed class imbalance using advanced over-sampling techniques such as SMOTE and ADASYN to boost model accuracy and reduce false negatives.
- Applied supervised learning algorithms, evaluated model performance, and optimized results to improve the reliability of the fraud detection system

Certificates

Tableau Certified Data Analyst | Data Camp.

Jun-2025

Implementing AI Solutions in Business | Data Camp

Jun-2025