






SHIMAA MAMDOUH

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Data Analyst | Business Analyst

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 Cairo, Egypt.

Education

University of Sains Malaysia (USM)

Master of Business Analytics: GPA: 3.43

[2022-2023]

Meunofia University

Bachelor of Business: GPA: 3.1

[2017-2021]

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
