

Ganna allah saleh abouelatta saleh

Data analyst & business analyst

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Education

2021/09 – 2025/07
cairo, Egypt

Faculty of management, economic and business technology "business analytics"
Egyptian Russian university
cgpa 3.79 semester 6
Graduated from Anas Abn Malk language school in 2021.

Profile

Business Analyst Student | Egyptian Russian UniversityAs a Business Analyst student with hands-on experience as a Data Analyst, I specialize in using Power BI, Excel, Python, and R for data analysis. I possess expertise in data cleaning, visualization, descriptive, inferential, and predictive analytics, along with strong SQL database management skills. I have successfully completed various projects, demonstrating my ability to apply analytical techniques to solve real-world business problems.

Languages

- English
- Arabic

technical Skills

c++	r programming
excel	python
power pi	data cleaning ,preprocessing
microsoft office	data visualization
data cleaning, preprocessing	statistical, predictive analysis
SQL	

soft skills

- team work
- accurate
- loyal
- patient

Courses

python
introduction to c++
NumPy
python pandas
python matplotlib
database fundamental

Certificates

- Information Technology Institute (ITI) · Internship
- Trainee Telecom Egypt · Internship
- Trainee Trainee Talaat Moustafa Group
- course Introduction to SQL data camp
- course Understanding Machine Learning data camp
- Trainee Digital Egypt Pioneers Initiative - DEPI

Projects

Analysis of the Car Sales

Developed an interactive Power BI dashboard analyzing car sales trends using the Dubizzle Cars Dataset. Highlights include brand performance comparison, price trends by model and year, and geographic sales insights with dynamic filters. Demonstrated strong data visualization skills and the ability to extract actionable insights.

Customer Personality Analysis Project

Applied data analytics to identify customer behavior patterns, enhancing marketing strategies through segmentation. Built an interactive Excel dashboard to visualize trends in demographics, spending behavior, and promotional responses. Developed customer profiles, revealing insights such as higher-income preference for wine and catalog purchases linked to meat products.

Customer Profitability Analysis

Conducted an in-depth analysis of customer profitability using Excel, evaluating metrics like revenue, costs, and gross margin across segments. Explored causal relationships and behavior patterns across regions and developed a dashboard to visualize insights. Demonstrated skills in data analysis, customer segmentation, and exploratory analytics.

Data Analytics Project and Modeling

Explored factors affecting birth weight using Python, analyzing the Babies Birth Weight dataset. Conducted data cleaning, EDA, and statistical modeling, including regression analysis and ANOVA, to uncover key predictors like maternal age and smoking status. Developed visualizations and applied advanced techniques (e.g., WLS regression) for accurate predictions and insights.

Health Data Analysis and Predictive Modeling Project

Collaborated on analyzing Zenodo health data using R, focusing on cleaning, EDA, and predictive modeling. Developed logistic regression and decision tree models for diagnosis prediction, evaluated with ROC curves and AUC scores. Demonstrated expertise in R, data visualization, predictive analytics, and teamwork.

Library Management System Project | System Analysis and Design

Analyzed and designed a multi-platform Library Management System to optimize library operations. Defined user-centric features, technical requirements, and system architecture while developing artifacts like use cases, ERDs, and sequence diagrams. Demonstrated expertise in requirements analysis, workflow design, and system modeling.

NHANES Dataset Data Analysis & Modeling

Led a data analysis project on the NHANES dataset using Python, focusing on data cleaning, imputation, and exploratory analysis with visualizations. Built and improved regression models (OLS, WLS) for BMI prediction and conducted logistic regression and ANOVA for heart attack risk and BMI variations. Analyzed influential data points through diagnostic plots to ensure model reliability.

Power BI Dashboard Development: Digital Campaign Insights

Developed an interactive Power BI dashboard to analyze digital campaign performance, tracking user metrics, conversions, bounce rates, and session durations across channels. Visualized quarterly and monthly trends to identify user growth patterns. Enhanced user experience with interactive tooltips for detailed metric insights.

Superstore Sales and Profit Analytics Dashboard Development

Created an interactive Power BI dashboard using the Superstore dataset to analyze sales and profits by customer segment and region. Provided insights into product and shipping performance, with tooltips for enhanced user experience. Visualized monthly trends to support inventory management and cost-effective shipping decisions.

Supplier Quality Analysis Dashboard

Collaborated in a team to design and develop a Power BI dashboard for evaluating supplier performance, focusing on defect rates and downtime impacts. Analyzed key metrics to identify top-performing suppliers and plants, utilizing advanced visualizations for clear insights. Enabled data-driven decisions to improve supplier quality and operational efficiency.

database for uber

Designed and implemented a comprehensive database system simulating Uber's operations, including user and driver profiles, trip management, and payments. Created an ERD, developed SQL queries for data retrieval, and implemented stored procedures and triggers. Focused on data relationships, security measures, and efficient database management.