

Abdelrahman Elaref

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SUMMARY

Data Analyst with **nearly 1 year of professional experience** delivering business intelligence dashboards, KPI reporting, and data visualization. Hands-on with Power BI (DAX, Power Query), SQL, Python (Pandas, NumPy), and Excel, with a strong reporting-automation and stakeholder communication foundation; AI Engineering undergraduate (expected 2027).

WORK EXPERIENCE

Data Analyst Sep 2025 - Apr 2026
Muhimma Digital Platform Co. *Remote*

- Delivered **8 production Power BI dashboards** used daily by enterprise brand clients across **KSA and UAE**, owning the full lifecycle: data modeling, DAX measures, visual design, and performance optimization.
- Architected and shipped **2 production React dashboards** as product owner, directing AI-assisted implementation through to enterprise-quality release; defined requirements, structured data flow, designed UX, and acted as the quality gate.
- Independently designed **3+ dashboards from raw datasets** without prior specifications by defining the data model, KPIs, and user flow, reducing planning dependencies on the broader team.
- Partnered directly with **enterprise stakeholders** to translate ambiguous business questions into dashboard specs over **8 months**, iterating on data and UX issues to reduce client revision cycles.

Data Analyst Intern Jul 2025 - Sep 2025
Sustainly.tech *Remote*

- **Cleaned, integrated, and analyzed** data from **15+ sources** (financial disclosures, academic research) across **8 sectors** using **Python (Pandas, NumPy)**, identifying key trends and risk drivers across the dataset.
- Built scenario-based forecasting models in Python integrating **9 years** of historical financial and operational data.
- Simulated **9 forecast scenarios** under multiple policy assumptions and translated the results into a stakeholder-ready analysis with visualizations supporting corporate decision-making.

SKILLS

- **BI & Visualization:** Power BI (DAX, Power Query/M, data modeling), Tableau, Microsoft Excel (PivotTables, Power Query, Power Pivot), Data Visualization, Dashboard Development
- **Reporting & BI:** Business Intelligence (BI), Reporting Automation, Ad-hoc Analysis, KPI Reporting
- **Data & Analytics:** Python (Pandas, NumPy, Scikit-Learn, Matplotlib, Seaborn), SQL, ETL pipeline design, KPI development, Statistical analysis
- **Databases:** PostgreSQL, MySQL, SQLAlchemy
- **Tools:** Git, GitHub, Docker, Jupyter Notebook
- **Communication:** Stakeholder communication, Requirement gathering, Cross-functional collaboration

FEATURED PROJECT

Automated Reporting System github.com/AED7M/Automated-E-commerce-Reporting-System

- Replaced a **roughly 4-hour** manual reporting workflow with a Python pipeline that ingests data from **5+ e-commerce sources**, calculates **10+ KPIs**, and produces a full HTML report in **under a minute**.
- Built an ETL pipeline that processes **90,000+ transactions** across **60+ product categories**, computing 10+ weekly KPIs (revenue, customer satisfaction) with consistent visualizations.
- Generated **15+ actionable insights per run** with natural-language summaries, replacing ad-hoc spreadsheet analysis with a reproducible, scheduled output.

EDUCATION

Bachelor of Artificial Intelligence Engineering, Mansoura university Expected 2027

COURSES AND CERTIFICATIONS

Data Science Course, ALX and Explore AI May 2025
DataCamp Certified Data Analyst, DataCamp August 2024