

Ahmed Ibrahim Atallah

Data & BI Analyst

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SUMMARY

Dedicated Data Analyst with expertise in leveraging Business Intelligence (BI) tools to transform complex datasets into actionable insights that support data-driven decision making. Proficient in building robust ETL pipelines and interactive dashboards using SQL, Python, Excel, and Power BI. Proven track record of performing deep-dive Root Cause Analysis to identify operational inefficiencies and developing strategic action plans that drive measurable business growth. Adept at bridging the gap between technical data architecture and executive-level strategy to optimize organizational performance.

EXPERIENCE

Data Analyst

Upwork — Freelance (Global Projects)

Mar 2026 – Present

- Manage end-to-end data projects for global clients, leveraging SQL and Python to extract and manipulate complex datasets.
- Develop interactive Power BI dashboards to visualize KPIs, providing clients with actionable insights for business growth.
- Perform Root Cause Analysis on client data to identify operational bottlenecks and recommend data-driven action plans.

Data Analyst Intern

Na3ml — Onsite

Jul 2023 – Oct 2023

- Applied Statistics and exploratory data analysis (EDA) to interpret trends and patterns within organizational datasets.
- Utilized Excel and SQL for data cleaning and transformation, ensuring high data integrity for reporting.
- Created automated reports in Power BI that streamlined the decision-making process for the management team.

Data Scientist Intern

NilePreneurs — Cairo, Egypt

Jun 2022 – Feb 2023

- Completed a comprehensive track in Data Science and AI, focusing on predictive modeling and machine learning algorithms.
- Cleaned and processed large-scale datasets using Pandas and NumPy to prepare for deep learning model training.
- Collaborated on cross-functional projects to translate technical model outputs into business-friendly recommendations.

PROJECTS

Customer Experience Quality — Power BI, DAX, SQL, Sentiment Analysis

- Designed a 3-page Power BI solution (Overview · Trust VS Gap · Performance vs Areas) for a government entity.
- Monitored Trust Score Avg 68.74, CES Score 3.97, Avg SLA Days 2.90, Negative Sentiment 31%, and Gap Alerts across 36K interactions.
- Achievement: Improved public service delivery KPIs through targeted sentiment and trust-gap analysis.

Business Risk & Loan Analysis — Power BI, Statistics, Risk Modeling

- Engineered a 4-page risk assessment dashboard (Home · Overview · Cash · Loans) for full portfolio analysis.
- Achievement: Identified high-risk segments enabling strategic revision of credit criteria that improved collection forecasts by 15%.

Super Market Operational Insights — Power BI, ETL, DAX

- Built a multi-year sales dashboard tracking 54M SAR in revenue and 17M SAR in profit across Electronics, Home Appliances, Fashion, and more.

- Achievement: Pinpointed regional trends enabling a 32% profit margin benchmark through targeted marketing spend in Riyadh and Jeddah.

TECHNICAL SKILLS

BI & Visualization: Power BI, DAX, Power Query, Data Visualization, Data Modeling, KPI Reporting, Microsoft Fabric

Data Engineering: SQL, Python, ETL, Data Warehouse, Informatica PowerCenter, Data Cleaning, Statistics

Power Platform: PowerApps, Power Automate, Workflow Automation

Strategy & Gov.: Data Governance, Data Strategy, Data Management, Business Intelligence, Business Analysis

Soft Skills: Problem Solving, Agile Collaboration, Communication, Analytical Thinking, Presentation

EDUCATION

Bachelor of Science in Computer Science

Mansoura University — Mansoura, Egypt

Sep 2019 – Jul 2023

- Relevant Coursework: Database Management (SQL), Data Structures, Algorithms, Statistical Analysis, and Software Engineering.

Artificial Intelligence Summer Training

National Telecommunication Institute (NTI) · ITIDA — El Mansoura, Egypt

Aug 2022 · 120 hrs

- Completed 120-hour AI & Data Science program. Covered ML fundamentals, neural networks, Python-based workflows, and professional skills.

CERTIFICATIONS

- **McKinsey Forward Program** — McKinsey & Company (Nov 2023)
- **Communication and Presentation Skills for Analysts** — 365 Data Science (Mar 2026)
- **Data Strategy** — 365 Data Science (Mar 2026)
- **Data Governance Fundamentals** — DataCamp (Feb 2026)
- **Data Literacy Professional** — DataCamp (Feb 2026)
- **Introduction to Power BI / DAX / Data Visualization** — DataCamp (Feb 2026)
- **Database Fundamentals** — MaharaTech – ITIMooCa (Jan 2026)
- **Business Analysis Practical Shortcuts** — Udemy (Jan 2026)
- **Mastering Key Performance Indicators (KPIs)** — 365 Data Science (Nov 2025)
- **Product Management for AI & Data Science** — 365 Data Science (Nov 2025)
- **Python Foundations for Data Analysis** — Maven Analytics (Apr 2025)

LANGUAGES

- Arabic: Native speaker | • English: Professional Working Proficiency