ABDULRAHMAN SAMHAN

Cairo, Egypt • (+20)1140087270 • Abdulrahman.Samhan672@commerce.aun.edu.eg • https://www.linkedin.com/in/abdulrahman-samhan-7336a0277 • portfolioexample.com/Example/

SKILLS

- Data Analysis
- MS Excel Advanced (Power Query, Power Pivot, Pivot Tables, VLOOKUP, HLOOKUP, Conditional Formatting, Functions, etc.)
- Power BI & DAX (Data Analysis Expressions) (Calculate, Filter, All, Allexcept, Sum, Sumx, Distinctcount, Count, Switch Max, Min, Dateadd, Related, and Calendarauto)
- ETL Process (Extract, Transform, and Load)
- Data Modeling & Visualization
- MS SQL Server
- Python (Pandas, NumPy, MatPlotLib)
- Web Scraping
- Java (Basics)
- Analytical Thinking
- Root Cause Analysis
- Storytelling
- Data Processing & Validation
- Effective Communication
- Time Management & Task Prioritization
- Problem-Solving & Critical Thinking
- Team Collaboration
- Process Analysis & Organization
- Attention to Detail
- Documentation & Reporting
- Leadership

PROJECTS

Fleet Management Analysis   November 2024

-The Journey Begins: Data Exploration kicked off this project by diving deep into our data, identifying essential Key Performance Indicators (KPIs) such as Revenue, Maintenance, Costs Fixed, Costs Fuel Cost Goods Value, Number of Orders, Number of Customers, Total KM.

- Create a Dashboard using **Power BI** Next, transform these insights into an engaging dashboard mockup using Sketch.

- Next Steps: Data Transformation & Analysis, We are now initiating the **ETL** process in **Power Query**, setting up data model relationships, and performing **DAX** (Data Analysis Expressions) calculations to drive deeper insights.

- Key Insights & Observations: Seasonal Revenue Trends: In January of both years, we saw a concerning dip in revenue along with lower goods value, but an encouraging rebound in February.

Sales Data Analysis For A Company In The Fitness And Supplements Industry   October 2024

- Data Extraction: Pulled data directly from **SQL** Server with custom queries.

- Data Modeling: Implemented a star schema to optimize performance and streamline analysis between sales, customers, and products.

- Custom DAX Calculations: Developed **DAX** measures to calculate crucial KPIs like revenue, profit, customer count, and order quantities for deeper business insights.

Analysis Highlights:
1. Customer Segmentation: Analyze purchase behavior and churn rates to understand customer trends.
2. Product Performance: Identified top-performing products and areas needing improvement.
3. Location Insights: Explored sales patterns by region to find best-performing areas.
4. Time Analysis: Tracked seasonal trends and forecasted future sales performance.
5. Return Analysis: Investigated product returns to refine strategies and reduce losses.

-Created an interactive dashboard using **Power BI** displaying key KPIs and sales trends, with dynamic filters.

Revenue Analysis   October 2024
  -Relied on a suite of **Excel** tools such as **Functions**, **Power Query**, **Data Modeling**, and **PivotTable** to provide in-depth
  insights that support strategic decision-making**.**
  - This project aims to analyze sales data to understand and improve business performance and make smarter
  strategic decisions.
  - Specific objectives of the project:
  1. Deep understanding of sales patterns and the factors affecting them.
  2. Analyze the performance of products or services based on the data collected.
  3. Identify opportunities and challenges in the market and guide marketing strategies.
  - Developed DAX measures to calculate crucial KPIs like revenue, profit, customer count, and order quantities for deeper
  business insights.
  - Created an interactive Excel dashboard displaying key KPIs and sales trends, with dynamic filters.

Sales Analysis   August 2024
- Extracted data from various files and began exploring it, Conducted Data Cleaning and Preparation using **Power Query**.

-Loaded the cleaned data into **a Data Model** and created a robust data model using **Power Pivot**.

-Finally, visualized and answered key business questions through an interactive Dashboard in **Excel**.

WORK EXPERIENCE

Upwork, Mostaql, Khamsat | Freelance Data Analyst   Sep 2024 - Present
- Designed and delivered dashboards and insights using Power BI, Tableau, SQL, and Python for diverse industries.

- Improved operational efficiencies and decision-making through advanced analytics and stakeholder-focused communication.

EDUCATION

Public Policy Information Systems Program,   Aug 2026 - Future
Faculty of Commerce Assiut University.

Grade: Excellent 3.68 GPA.

CERTIFICATIONS & COURSES

-**DATA-X** : Data Analysis Course with Excel and Power BI.   Jul 2024 - Oct 2024

- **365 Data Science:** Introduction to Data and Data Science.   November -2024

- **Information Technology Institute (ITI):** Database Fundamentals.   September – 2024

-**Information Technology Institute (ITI):** Freelancing Basics.   September – 2024

- **Mahara Tech**: Introduction to the basics of Python.   February - 2024

- **Business Technology Academy**: Data Analysis Course with Power BI.   August - 2023

- **Information Technology Institute (ITI):** Programming Fundamentals with Python and Java.   January - 2023

LANGUAGES

- Arabic (Mother tongue).
- English (Very good).