

Ahmed Mamdouh Khaled Saleh

Data Analyst, Alexandria, Egypt

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Career Objective

Business Analytics student with hands-on experience in SQL, Excel, and Power BI, focused on KPI tracking, business process analysis, and translating business requirements into data-driven insights. Skilled in building dashboards and reports that support operational efficiency and strategic decision-making.

Education

Alexandria University, Faculty of Computers and Data Science

Sep 2022 – Jun 2026

B.Sc. in Business Analytics | GPA: 3.1

Internships

Power BI specialist trainee | Digital Egypt Pioneers Initiative (DEPI)

Jun 2025 – Dec 2025

- Applied data cleaning, transformation, and modeling techniques using Power Query and DAX to prepare datasets for analysis.
- Built interactive Power BI dashboards and reports to track KPIs and support business decision-making.
- Analyzed datasets to identify trends, patterns, and actionable insights aligned with business requirements.
- Collaborated in a structured training environment to deliver analytical outputs following professional reporting standards

Data Science Intern (Summer Internship) | Maim Marketing Agency

Jul 2025 – Sep 2025

- Completed end-to-end data science training covering data cleaning, exploratory data analysis, and machine learning workflows using Python.
- Applied data preprocessing, feature engineering, and statistical analysis using Pandas, NumPy, and Scikit-learn.
- Built and evaluated supervised and unsupervised machine learning models (classification & K-Means clustering).
- Delivered a full project on student performance analysis with insights, segmentation, and data-driven recommendations.

Data Analysis Intern (Remote) | Uneeq Interns

May 2024 – Jun 2024

- Performed data analysis and exploratory data analysis (EDA) using Python to identify patterns and trends in the data
- Developed interactive dashboards and visualizations in Power BI to present insights clearly and support analysis.

Courses

- Data Analyst in Power BI | Data Camp | 50 hrs Nov 2025
- Data Analysis with Excel Power Tools | Datacamp | 10 hrs Mar 2025
- Associate Data Analyst in SQL | Datacamp | 39 hrs Feb 2025
- SQL | 365 Data Science Nov 2024
- Thinking like an analyst | Maven analytics Oct 2024
- Data Analyst with Python | Data Camp | 36 hrs Jul 2024
- Google Data Analytics | Coursera Apr 2024

Projects

B2B CRM Pipeline & Revenue Performance Analytics ([Project Link](#)) | Power BI, DAX, Power Query

- Designed a 6-page Power BI dashboard using a Star Schema model analyzing 8,800 B2B opportunities across 30 agents, 6 managers, 85 accounts, and 7 products.
- Developed 15+ DAX measures for advanced analytics, including time intelligence (QoQ growth), dynamic performance calculations, and segmentation logic for product and account analysis.
- Identified critical business risks: Q2 revenue peak (\$3.1M) masked a 21% drop in win rate, GTX series accounted for 73% of total revenue, and a single agent contributed 11.5% of total pipeline value.
- Built an interactive analytics experience using drillthrough navigation (Manager → Agent), dynamic titles, tooltips, and bookmarks across multiple dashboard pages.

Real Estate Performance & Client Engagement Dashboard ([Project Link](#)) | Power BI, DAX, Power Query

- Built a Power BI real estate dashboard analyzing \$1.54B sales with 40% conversion, 21.4% YoY growth, and 52% repeat buyers.
- Designed DAX measures and a data model to analyze agent performance, customers, and property demand.
- Identified key patterns like weekday-driven sales (71.9%) and strong demand for mid-size properties (350–500 m²).

- Delivered insights to improve sales funnel efficiency and high-value property targeting.

B2B Sales & Distribution Performance Analytics Dashboard ([Project Link](#)) | Power BI, DAX, Power Query

- **Coordinated a 5-member team to define KPIs and business reporting requirements** to develop an interactive Power BI dashboard tracking \$475K total sales and 60% YoY growth, assigning tasks and ensuring efficient collaboration.
- **Designed and implemented dashboards and DAX measures** to monitor KPIs including avg. sales per customer (\$5.34K), retention rate (91.86%), and weekend vs weekday sales (40% vs 60%), guiding team members in technical execution.
- **Delivered actionable insights** on top-performing products, cities, and international markets (81.68% of sales), optimizing reporting accuracy and supporting strategic business decisions.

Movie Industry Analysis ([Project Link](#)) | Python, Pandas, Seaborn, Matplotlib

- Performed EDA on 6,800+ records to analyze revenue, votes, and IMDb score trends; identified Animation & Family genres generating **45–60% higher average gross** than other categories.
- Analyzed score and vote distributions, revealing the **8.0–9.0 IMDb range as peak revenue segment**, and identified Marvel as the top-grossing company, outperforming the industry average by **25%+**.
- Provided data-driven recommendations on genre prioritization and production strategy to support revenue optimization and market positioning decisions.

Adidas US Sales Analysis Dashboard ([Project Link](#)) | Excel (Pivot Tables, Dashboard Design)

- Built an interactive dashboard analyzing **product, regional, and sales channel performance**.
- Supported business analysis through **trend identification and KPI visualization**.

Skills

Technical skills:

- Python
- SQL
- Excel (Pivot Tables, Power Tools)
- Power BI (DAX, Power Query, Data Modeling)
- Requirement Gathering

Languages:

- Arabic: Native
- English: Intermediate (B1)

Volunteering

Head of Public Relations |Robotics-FCDS

Dec 2023 – Oct 2024

- **Led and coordinated a PR team**, assigning tasks, setting priorities, and ensuring alignment with organizational objectives.
- **Planned and delivered training sessions and presentations** to onboard new members and enhanced internal communication standards.