

Ibrahim Adel

BI Developer | Data Analyst

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SUMMARY

Results-driven Data Analyst skilled in the full data lifecycle, from advanced data cleansing and transformation using SQL (Window Functions, CTEs) to automation via SSIS and advanced visualization in Power BI. Adept at translating complex raw datasets into actionable business insights, with a solid background in exploratory data analysis (EDA) and predictive customer behavior trends.

PROFESSIONAL EXPERIENCE

Data Analyst Intern | [Codveda Technologies]

(01/2026 – present Remote)

Performed data cleaning, preprocessing, and EDA on raw datasets to prepare data for analysis and reveal key patterns. Used clustering and sentiment analysis to identify customer behavior trends and audience segments. Built dashboards and reports using Power BI and Excel to support business insights and decision-making

McKinsey Forward Program Participant | McKinsey & Company

(03/2026 – present Remote)

Completed a professional training program focused on problem solving, communication, adaptability, and workplace effectiveness. Developed practical skills in structured thinking, digital awareness, and collaboration

TECHNICAL SKILLS

SQL

Window Functions | CTEs | Subqueries | Data Validation

ETL

ETL Concepts | SSIS

Data Analytics

Data Warehousing | Data Validation | Data Cleaning | Data Transformation

Data Visualization | EDA | Data Preprocessing

Microsoft Tools

Power Bi | Excel | Power Pivot | Power Query | pivot table | DAX

Data Cleaning | Data Visualization | KPI Development | Reporting

PROJECTS

1_Sales Performance & Profitability Optimization Dashboard | SQL Server, SSIS (ETL), Power BI, [VIEW](#)

Built an end-to-end analytics solution by designing a SQL database, implementing ETL pipelines with SSIS, and developing an interactive Power BI dashboard for sales and profitability analysis.

- Evaluated \$2.29M in retail sales data to uncover key profit drivers, discount inefficiencies, seasonal sales trends, and underperforming product categories.
- Identified a \$17K loss in the Tables category due to excessive discounting and highlighted high-margin categories and regions to support pricing and revenue optimization strategies

2_Customer Behavior & Retention Analytics Dashboard | Power BI, Power Query, Data Modeling. [VIEW](#)

- Analyzed 172M in revenue data to identify a 75% new customer acquisition rate vs. low retention, recommending strategies to improve the Repeat Purchase Rate and maximize customer lifetime value.
- Engineered a robust data model by restructuring complex tables and defining custom KPIs like Churn Rate and Avg Time Between Purchases, revealing a critical 58% COGS-to-revenue ratio.
- Optimized operational efficiency by uncovering a \$14M revenue gap between peak and off-peak seasons, providing data-driven insights to balance resource allocation throughout the year.

EDUCATION

- Bachelor of Arts – Geography and GIS, Alexandria University (2024)

COURSES & CERTIFICATIONS

- | | | | |
|--|---------------|--------------------------------|--------------|
| Introduction to Data Analytics | (IBM) | Driving Growth via Insights | (Tata Group) |
| Excel Basics for Data Analysis | (IBM) | Data Analytics job simulation | (Deloitte) |
| Data Visualization with Excel and Cognos | (IBM) | Data Analytics job simulation | (Quantium) |
| Learning Data Analytics Foundations | (LinkedIn) | Data Analyst in Power BI (50h) | (Data Camp) |
| Transact SQL | (Mahara Tech) | Intro to AI and Gen AI | (Udacity) |
| Data Analytics Essentials | (Cisco) | SQL Intermediate | (HackerRank) |
| Work Smarter with Excel | (Microsoft) | data sciences and Analytics | (HP LIFE) |

LANGUAGES

Arabic : Native

ENGLISH: Good