

# Abdelrhman El-Hefney

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abdelrhman-elhefney

## Professional Summary

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Data Scientist with a solid background in statistical analysis, machine learning, and data visualization. Proficient in Python, SQL, and various data analysis tools. Adept at transforming complex datasets into actionable insights.

## Education

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### Business Management – Faculty of Commerce, Tanta University

Expected Graduation: 2026

Major: Statistics and Data Science

## Certifications

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- Data Analysis Using Python – DataCamp (2024)
- Data Analysis Using SQL – DataCamp (2024)
- Data Analysis and Visualization Using Power BI (AUC) – DataCamp (2024)
- Statistics Foundation Using Data Sets – LinkedIn Learning (2023)
- Customer Service – Aspire Academy
- Statistical Foundation – LinkedIn Learning (2023)

## Work Experience

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### Sales and Business Manager – Al-Zarqa Textile Company

2021 – 2024

- Managed and expanded business operations, opening three new branches.
- Analyzed sales data to optimize inventory and revenue strategies.
- Developed data-driven insights to improve customer acquisition and retention.
- Successfully collaborated with major manufacturers such as Naguib Amin Foundation and ShamTex Syrian Corporation.
- Contributed to major construction projects by procuring essential equipment such as fire and submersible pumps.

### Operations Manager – Hermitage Decoration Company

2019 – 2021

- Led product marketing and sales strategies for major clients.
- Conducted sales performance analysis to improve brand representation.
- Negotiated major deals with corporate clients and optimized pricing strategies.
- Achieved high-value sales deals with corporate clients in Hermitage Company, expanding market share.
- Assisted Engineer Basem Hegazi in procuring fire, submersible, and HVAC pumps for high-scale projects.

### Associate Data Analyst – Self-Learning and Projects

2023 – Present

- Conducted data cleaning, wrangling, and statistical analysis on large datasets.
- Developed machine learning models to predict customer behavior.
- Created interactive dashboards using Power BI to visualize key business metrics.

## Projects

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### Customer Churn Prediction Model

- Built a machine learning model to predict customer churn using logistic regression.
- Conducted feature engineering and optimized model performance.

### **Retail Sales Analysis Dashboard**

- Analyzed retail sales data to uncover trends and patterns.
- Created an interactive Power BI dashboard for data-driven decision-making.

### **Technical Skills**

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- Programming: Python (pandas, NumPy, scikit-learn), SQL
- Data Analysis: Exploratory Data Analysis (EDA), Data Cleaning, Statistical Experimentation
- Visualization: Matplotlib, Seaborn, Power BI
- Machine Learning: Regression, Classification, Clustering
- Database Management: SQL, PostgreSQL
- Customer Relationship Management
- Sales Strategy and Performance Monitoring
- Stock Management and Product Knowledge

### **Soft Skills**

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Problem-Solving and Analytical Thinking — Effective Communication — Teamwork and Collaboration  
— Time Management — Conflict Resolution and Negotiation — Training and Development

### **Languages**

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- Arabic – Native
- English – Intermediate