

DATA ANALYSIS · BUSINESS INTELLIGENCE

Mohammed Ashraf Hassan

Freelance Data & BI Analyst

I turn messy business data into Power BI dashboards that tell owners and managers exactly where the money is going.

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3	300K+	10	7
End-to-end BI projects	Records modelled	Dimensions designed	Core tools



01 — ABOUT ME

An analyst who starts with your decision, not your data

I'm a Data & BI Analyst who builds the reporting layer that business owners, sales managers, and stakeholders actually use to make decisions. My work starts where most reports fail: with the raw file. I clean it, model it into a proper star schema, define the KPIs that matter, and then design a dashboard that answers a question in one glance instead of five clicks.

My background is in Electronics & Communication Engineering, which trained me to break messy systems into measurable parts — the same instinct I now apply to sales, operations, and pricing data. Through the DEPI Junior Data Analysis Track I built three full analytics projects end to end, covering retail performance, flight pricing, and store sales.

I'm straightforward to work with: I ask what decision you need to make, then build the shortest path to it. No 40-page decks, no vanity charts.

02 — EDUCATION

Training and background

B.Sc. Electronics & Communication Engineering

[Institute of Aviation Engineering and Technology \(IAET\)](#) — Engineering degree with a strong quantitative and systems-analysis core.

Junior Data Analysis Track

[Digital Egypt Pioneers Initiative \(DEPI\)](#) — Applied training in SQL, Excel, Power Query, data modelling, and Power BI.

03 — SKILLS

The toolkit behind every report

Analysis & Insight

Data Analysis · KPI Definition · Trend & Variance Analysis · Root-Cause Breakdown

Visualization & Reporting

Power BI · Data Visualization · Dashboard Design · Executive Reporting

Data Preparation

Data Cleaning · Power Query · Excel · Star-Schema Data Modelling

Querying

SQL · Joins & Aggregations · DAX Measures

04 — WORK EXPERIENCE

Where the hands-on work comes from

My experience is project-based rather than corporate — built through freelance work and the DEPI analytics track.

Freelance Data & BI Analyst — Present

Independent

- Build Power BI dashboards and clean, modelled datasets for business owners and sales teams.
- Take projects from raw CSV to a decision-ready report, including KPI definitions and documentation.

Junior Data Analysis Track — Trainee — Training Programme

Digital Egypt Pioneers Initiative (DEPI)

- Completed a structured analytics track covering SQL, Excel, Power Query, data modelling, and Power BI.
- Delivered the Retail Performance & Operations Dashboard as the capstone project, guided by Eng. Moataz Badran with advisory support from Hassan Ashraf.

05 — SERVICES

What you can hire me for

Power BI Dashboard Development One report your whole team trusts, instead of five conflicting spreadsheets.	Data Cleaning & Preparation Duplicates, blanks, and broken formats removed so your numbers finally reconcile.
SQL Analysis & Reporting Direct answers pulled from your database, delivered as a repeatable query or report.	Data Modelling (Star Schema) A fact-and-dimension model that keeps reports fast and free of double-counting.
Sales & Operations KPI Design Agreed definitions for margin, cancellation rate, and shipping lag — measured the same way every month.	Excel Reporting Automation Monthly reports that refresh themselves instead of costing you a day of copy-paste.

06 — PROJECTS

Three builds, from raw file to decision

LEAD PROJECT · DEPI CAPSTONE

Retail Performance & Operations Dashboard

4.34M Total sales	29.62% Net margin	14.80% Cancellation rate	625.61K Lost to cancellations
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The question

A retail business could see its revenue but not what was quietly draining it — cancelled orders, slow shipping, and discount-heavy sales reps.

What I built

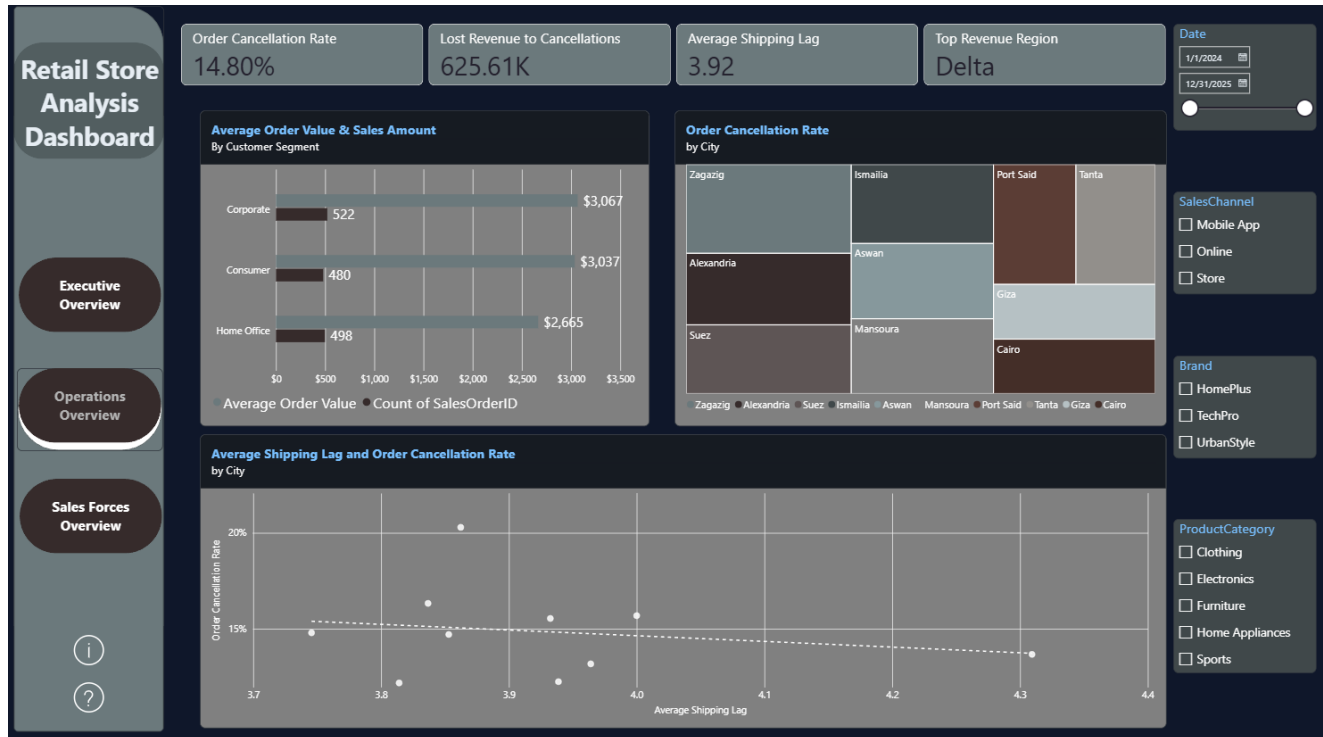
A three-page Power BI report over a cleaned RetailSales dataset, modelled as a star schema joined on surrogate keys: an Executive page for revenue and margin, an Operations page for fulfilment health, and a Sales Force page for rep and product performance.

What it revealed

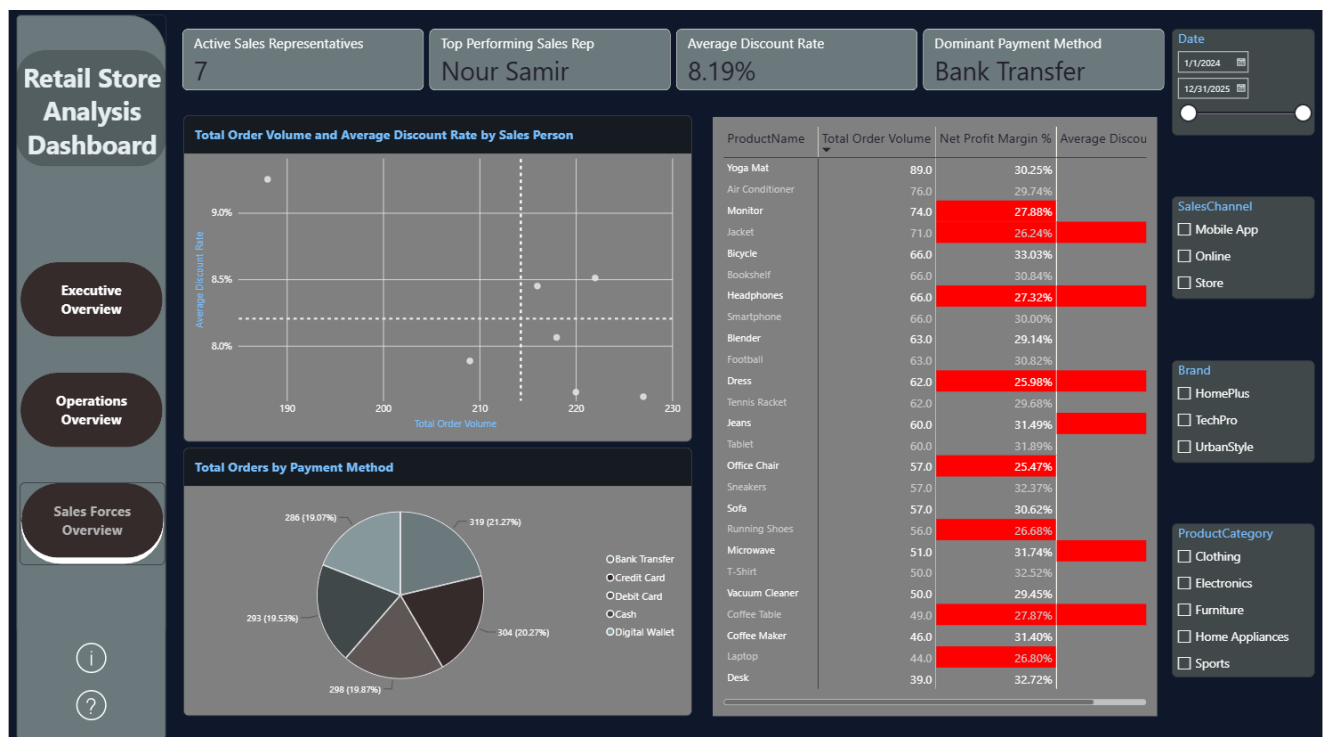
- 29.62% net profit margin on 4.34M in sales, with margin dipping to 26.15% in Q3.
- 14.80% of orders were cancelled — 625.61K in lost revenue, the biggest recoverable number in the business.
- Average shipping lag of 3.92 days showed no strong link to cancellations by city.
- Product margin flags exposed high-volume items below target margin, and rep discount rates varying up to 9%.



Executive Overview — revenue, margin trend, category and channel profit



Operations Overview — cancellations, lost revenue and shipping lag



Sales Force Overview — rep performance, discounts and product margin flags

Retail Store Analysis Dashboard

Executive Overview

Operations Overview

Sales Forces Overview

Project & Acknowledgments

- **Project Name:** Retail Performance & Operations Dashboard
- **Dataset:** RetailSales.csv
- **Initiative:** Digital Egypt Pioneers Initiative (DEPI)
- **Acknowledgements:** Instruction & Guidance by Eng. Moataz Badran | Advisory & Support by Hassan Ashraf

Schema & Relationships

Star Schema model connecting core Fact Table (FactTable) to Dimensions Tables (CutsomerDim, GeoDim, PaymentMethodDim, etc.)

- Joined on Surrogate Keys to maintain minimum redundancy

Important KPIs

Executive Metrics

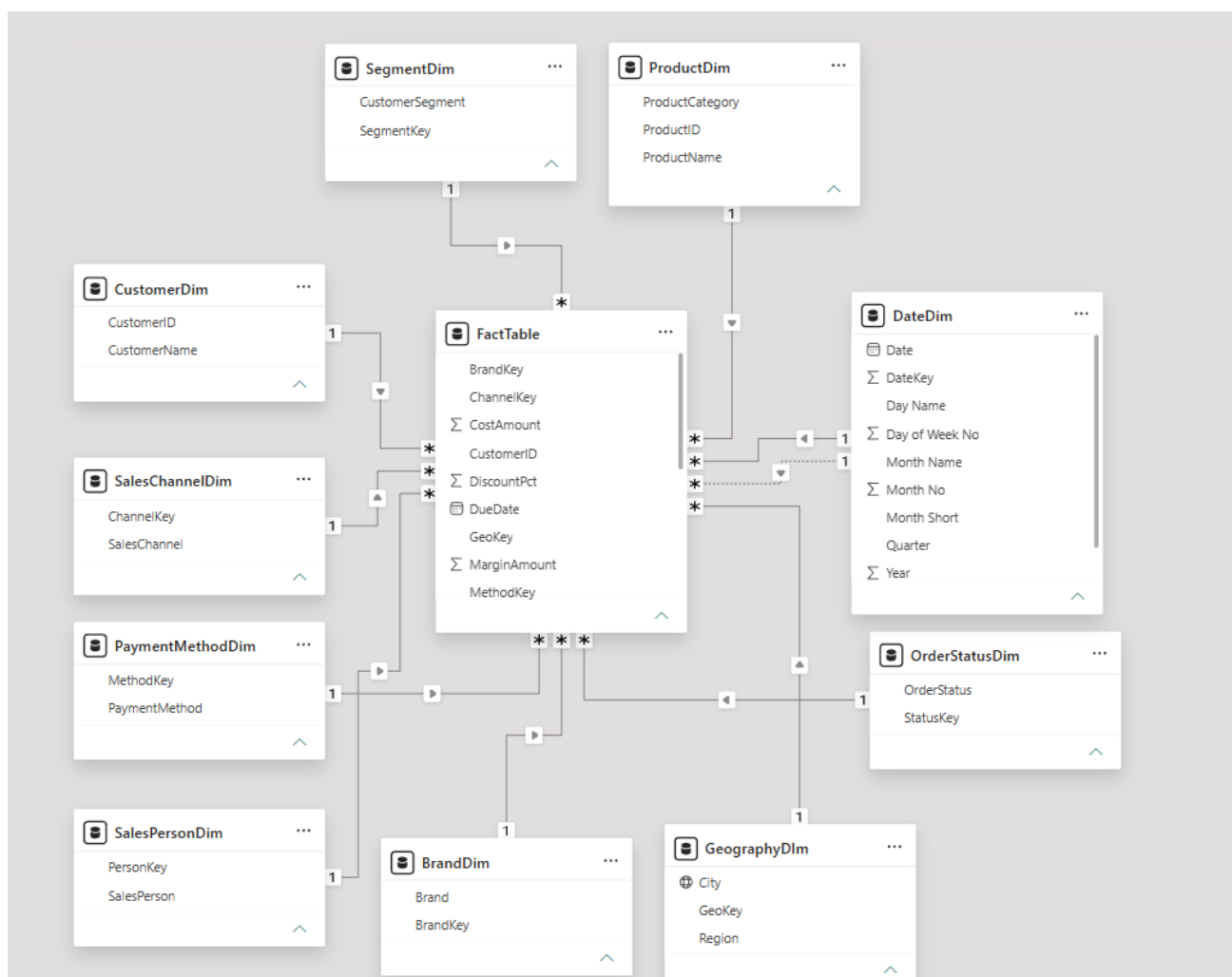
- **Total Sales:** Gross sales revenue across all orders.
- **Total Completed Revenue:** Revenue generated strictly from orders with Completed status.
- **Net Profit Margin %:** Total Net Profit / Total Sales

Operations & Fulfillment Metrics

- **Order Cancellation Rate:** Count of cancelled orders / Total Orders.
- **Lost Revenue to Cancellations:** Gross value of non-completed/cancelled transactions.
- **Average Shipping Lag:** Average days elapsed between order date and shipping date.

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Documentation page — dataset, schema and KPI definitions



Star schema — one fact table, ten dimensions, joined on surrogate keys

PRICING & ROUTE ANALYTICS

Flight Tracking DB

300.2K Flights analysed	20.89K Avg ticket price	12.22 Avg duration (hrs)	5 Model dimensions
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The question

With 300K flight records, which airlines, cabin classes, and booking windows actually drive ticket price — and where does price stop being about distance?

What I built

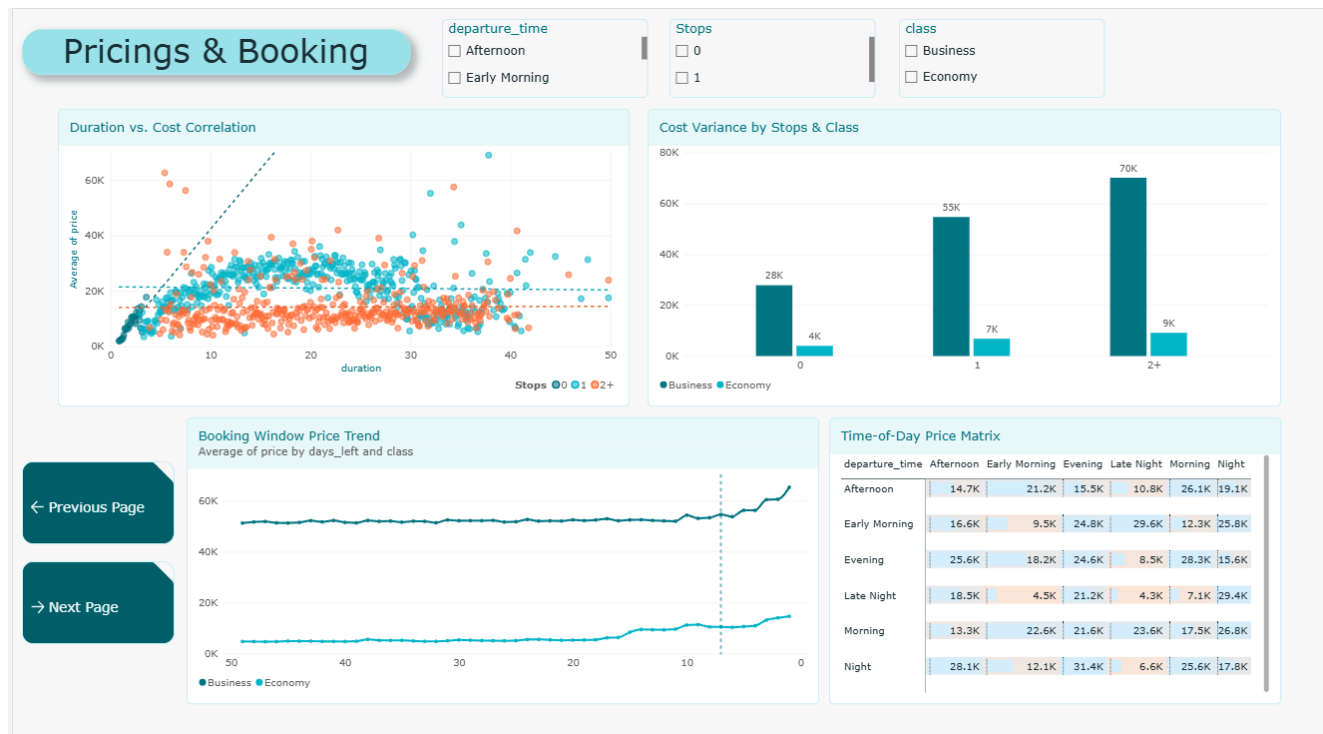
A three-page Power BI report on a star-schema model with airline, city, class, departure-time and arrival-time dimensions: an executive summary, a pricing and booking deep dive with correlation analysis, and a route-level view.

What it revealed

- Business class is 11.12% of tickets sold but a far higher share of value.
- Duration barely predicts price — scheduling, not distance, sets the fare.
- Fares stay flat until roughly 10 days before departure, then spike sharply.
- Vistara and Air India dominate both volume and premium pricing; busiest city pairs cluster around Chennai, Bangalore and Kolkata.



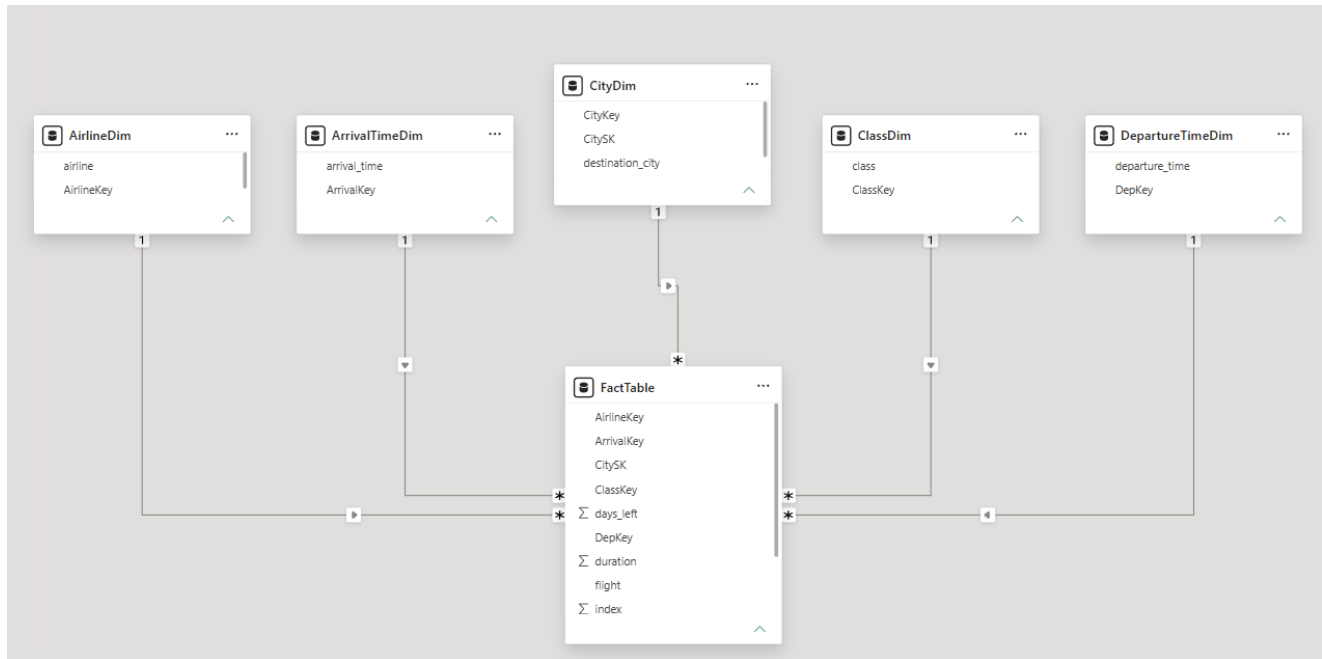
Executive Overview — volume, price and class share



Pricing & Booking — correlation, booking window and time-of-day pricing



Route Analysis — durations, top city pairs and stop mix



Star schema — flight fact table with five lookup dimensions

SALES & PROFITABILITY

Super Store Sales Analysis

2.90M Total sales	360.13K Total profit	47K Quantity sold	12.42K Purchases
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The question

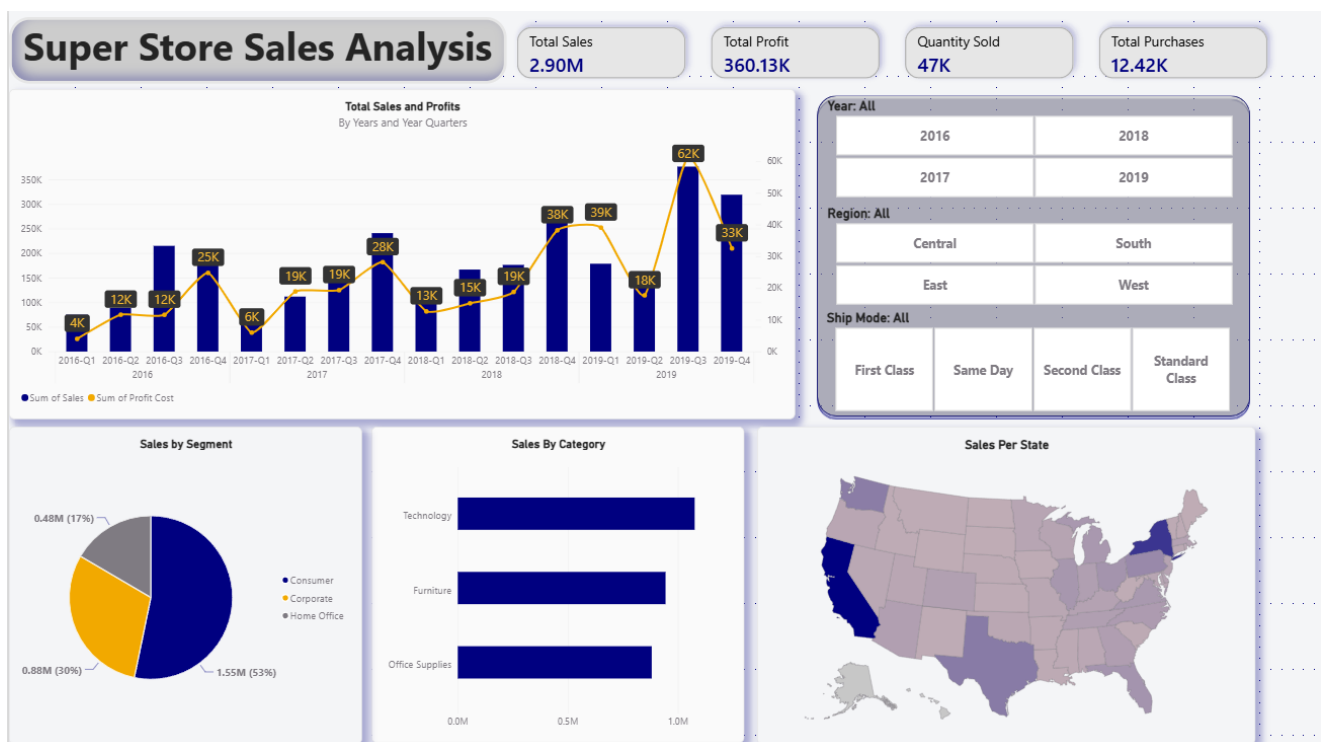
Across four years of orders, which segments, categories and states actually carry profit — and is the trend improving or just noisier?

What I built

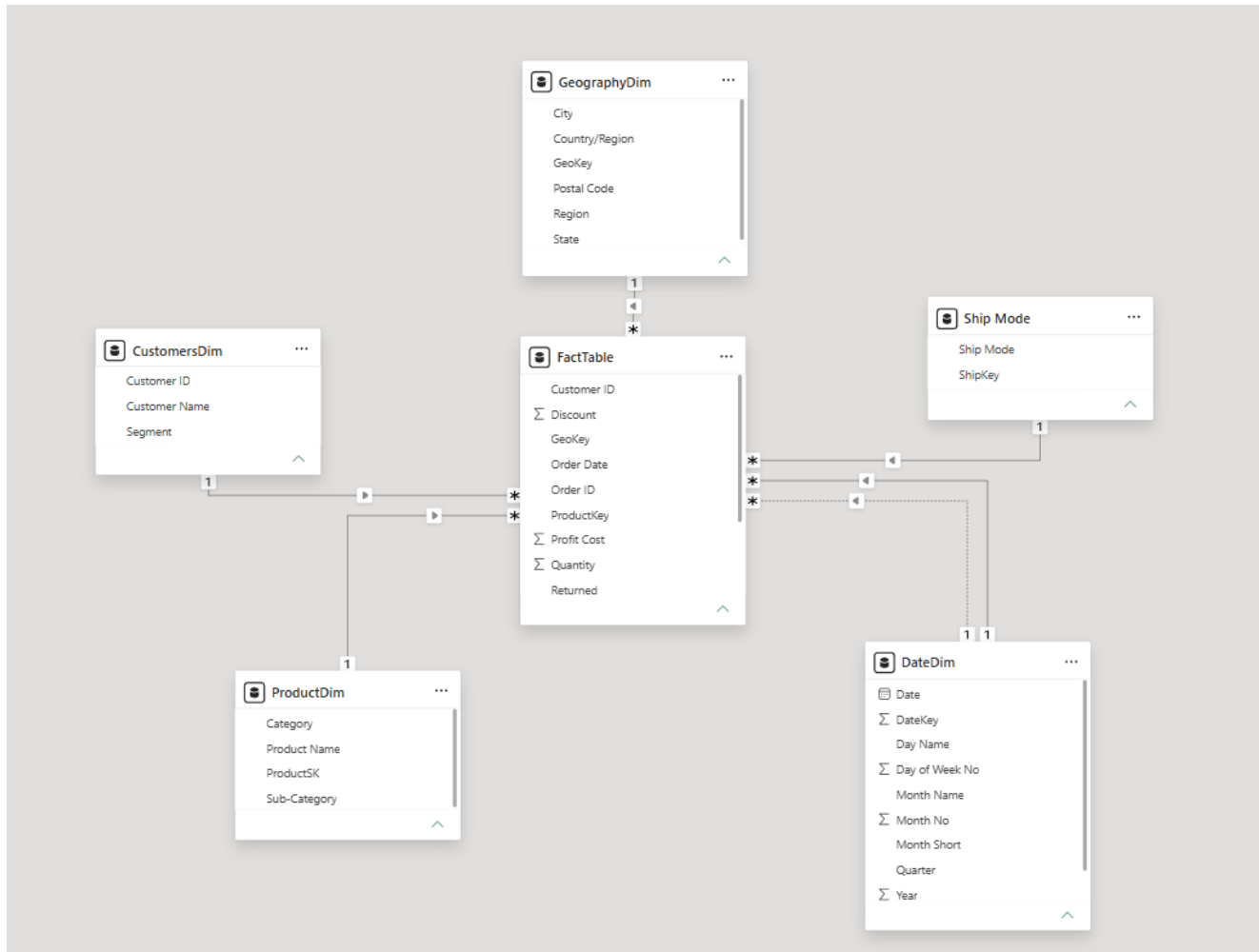
A single-page executive sales dashboard over a star-schema model with customer, product, geography, date and ship-mode dimensions, filterable by year, region and shipping method.

What it revealed

- 2.90M in sales produced 360.13K in profit, with quarterly profit peaking at 62K in Q3 2019.
- The Consumer segment drives 53% of sales (1.55M); Home Office only 17%.
- Technology leads category sales, with Office Supplies close on volume but thinner returns.
- Sales concentrate heavily in California and New York — a geographic dependency worth diversifying.



Sales & Profit overview with year, region and ship-mode filters



Star schema — sales fact table with five dimensions

07 — ACHIEVEMENTS

Milestones worth mentioning

DEPI Junior Data Analysis Track

Completed the Digital Egypt Pioneers Initiative analytics track, covering SQL, Excel, Power Query, data modelling and Power BI.

Capstone project recognised by programme instructors

The Retail Performance & Operations Dashboard was delivered under the instruction of Eng. Moataz Badran, with advisory support from Hassan Ashraf.

B.Sc. Electronics & Communication Engineering

Institute of Aviation Engineering and Technology (IAET) — an engineering foundation in systems thinking and quantitative analysis.

Three end-to-end analytics builds

Over 300K records modelled across retail, aviation and e-commerce datasets, each shipped as a documented star schema plus a multi-page report.

08 — LET'S WORK TOGETHER

Tell me the decision you're stuck on. I'll build the dashboard that answers it.

Send over your data file or a short description of your reporting problem. You'll get a plain answer on scope, timeline and what the finished report will show — no obligation.

Email m7mdxflfool@gmail.com	LinkedIn linkedin.com/in/m7shrf
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