



SHERIF AHMED MANSOUR EL MORSY

Business Intelligence & Data Analyst

CONTACT

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EDUCATION

Master's degree in data Analysis

Faculty of Graduate Studies for Statistical Research, Cairo University
2024 – Present

Professional Diploma in Data Analysis

Faculty of Graduate Studies for Statistical Research, Cairo University
2023 – 2024

Bachelor's Degree in Management Information Systems

Advanced Academy
2003 – 2007

SKILLS

- Data Tools:** Power BI, SQL, Python, Excel, SPSS
- Data Management:** Cleaning, Transformation, and Automation
- Reporting & Visualization:** Dashboard Creation and Interactive Reporting
- Statistical method:** Analysis and Forecasting

Analytical Thinking: Problem-Solving and Critical Thinking Strong Communication and Presentation Skills

Familiar with: Project Management Tools, CRM Systems, Marketing Automation, Agile Methodologies, Data Warehousing, and ETL Processes.

ABOUT ME

Business Intelligence & Data Analyst with 8+ years of experience in Power BI, SQL, Python, and Statistical Research. I am proficient in data analysis, customer insights, marketing strategies, reporting, and dashboard creation to optimize sales performance and operational efficiency. Extensive experience across telecom, retail, and real estate, specializing in telecommunications analytics and data-driven decision-making. I am currently pursuing a Master's in Statistical Research at Cairo University.

EXPERIENCE

Present
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July
2018

Senior Business Intelligence

Telecom Egypt

- Performance Monitoring & Data Analysis:** Leveraged dashboards and SQL queries to track key performance indicators (KPIs) across retail locations, ensuring data accuracy, integrity, and consistency. Analyzed data trends to identify underperforming stores and implemented corrective actions to drive performance improvements.
- Sales Portfolio Management & Visualization:** Designed and deployed a company-wide dashboard for managing sales portfolios, integrating data from various sources including SQL Server, Excel, and SharePoint. Utilized Power BI for visualizing data and applied advanced data analysis techniques to enhance decision-making and optimize marketing strategies.
- Strategic Data Analysis:** Conducted SWOT analysis and developed market penetration strategies using data from multiple sources, including SQL Server and Azure. Transformed and analyzed data using Power Query/M, and visualized the results in Power BI to provide actionable insights for strategic decision-making.

Sep
2024
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Feb
2017

- Cross-Functional Collaboration & Data Integration:** Collaborated with business teams to gather requirements and implement technical solutions. Applied ETL workflows and data integration techniques, ensuring efficient and accurate data processing from multiple sources, including DWH, to support data-driven decision-making aligned with business goals.

Marketing and Sales Support Analyst

Telecom Egypt

- Data-Driven Insights:** Analyzed marketing and sales data with Power BI, SQL, and Excel to produce actionable insights for stakeholders
- Campaign Management:** Assisted in executing over 10 marketing campaigns, leading to a significant increase in customer acquisition.
- Performance Monitoring:** Monitored campaign progress and delivered weekly updates to senior management, ensuring alignment with objectives.

CERTIFICATIONS

- SQL for Data Science IBM
- Data Analysis for Business using Excel & Power BI – IMP
- Artificial Intelligence (Data Science) – Advanced Mastering Excel, IMP
- P.T.O.T (Professional Training of Trainer) – ASIT
- Mastering Business Development – Eslasca University
- Competitive Market Analysis – E.R.A Egypt
- Lean Six Sigma Yellow Belt – WE Telecommunication
- Process Analysis – WE Telecommunication
- Root Cause Analysis – WE Telecommunication
- Applied Marketing Strategies in the Digital Era – Udemy
- Fundamentals of Digital Support – Google Digital Academy (Skillshop)
- Artificial Intelligence Ambassador Program – National Telecommunication Institute (NTI)

Jan 2016
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Feb 2015
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Dec 2015
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Apr 2010

Complaint & Retention Specialist

Vodafone Egypt

- **Customer Retention & Data Analysis:** Leveraged data analysis and reporting tools to identify key drivers of churn and implemented effective complaint resolution strategies, resulting in improved customer retention.
- Root Cause Analysis & Reporting: Conducted in-depth analysis of customer complaints and behavior patterns, providing actionable insights through reports to enhance satisfaction and address recurring issues, leading to better customer experience.

Research & Development Specialist | Competitive Intelligence

ERA Real Estate Egypt

- **Feasibility Studies & Market Research:** Conducted comprehensive market research and feasibility studies for real estate projects, utilizing tools such as Microsoft Excel, Access, and SPSS to analyze data and deliver insights that facilitated the approval of high-value projects.
- **Risk Mitigation & Due Diligence:** Led technical and legal due diligence, leveraging data-driven approaches and tools like Microsoft Project for project management, ArcGIS for geographic analysis, and Salesforce for customer relationship management to identify risks and minimize transaction risks.
- **Strategic Planning & Data-Driven Marketing:** Developed data-driven marketing strategies, utilizing competitive intelligence tools such as Google Analytics and SurveyMonkey to enhance brand visibility, analyze market trends, and drive customer engagement.

VOLUNTEER EXPERIENCE

Engineers For a Sustainable Egypt

- I actively serve as a member of the Digital Transformation and Cybersecurity Committee.
- Collaborate on executing educational campaigns focused on Artificial Intelligence and Data Analysis, in partnership with the National Telecommunications Institute and Nile University.

• LANGUAGES

Arabic 
English 

