

MOHAMED GAMAL MOHSEN

Data Analyst | Data Scientist | Machine Learning Engineer | Deep Learning Practitioner

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PROFESSIONAL SUMMARY

Business-focused Data Analyst and aspiring Data Scientist with remote experience supporting marketing and financial investment teams since mid-2025. Skilled in turning raw data into decision-ready analysis, interactive dashboards, predictive models, and practical recommendations using Python, SQL, Power BI, Excel, and machine learning. Currently expanding hands-on knowledge of neural networks, TensorFlow, and Keras; presented truthfully as a Deep Learning Practitioner, with no claim of a completed production deep-learning project.

TECHNICAL SKILLS

Data & BI: Python, SQL, Power BI, Excel, Power Query, DAX, data cleaning, exploratory data analysis, KPI reporting, dashboard design, data visualization, star schema, data modeling

Data Science & ML: feature preparation, regression, classification, model evaluation, predictive analytics, scikit-learn; Deep Learning upskilling: neural networks, TensorFlow, Keras

PROFESSIONAL EXPERIENCE

Remote Data Analyst | Doubly Business | May 2025 - Present

- Analyze social media pages and advertising campaign performance across platforms, translating reach, engagement, audience, content, and campaign metrics into management-ready insights.
- Support business decisions with performance reports and recommendations aimed at improving content strategy, campaign efficiency, and commercial outcomes.

Remote Data Analyst | Cap Umbrella | July 2025 - Present

- Analyze business and performance data for a financial investment company and communicate findings that support operational and commercial decision-making.
- Help identify business issues and improvement opportunities through structured analysis, clear reporting, and actionable recommendations.

SELECTED PROJECTS

Credit Card Fraud Detection | Python | Machine Learning | Classification | [View Project](#)

- Developed a classification workflow to identify potentially fraudulent credit-card transactions, including data preparation, model training, and evaluation.

House Price Prediction | Python | Machine Learning | Regression | [View Project](#)

- Built a regression workflow to estimate house prices from property features, covering preprocessing, model development, and predictive evaluation.

Global Superstore Sales & Profit Dashboard | Power BI | Power Query | DAX | [Dashboard Demo](#)

- Cleaned problematic and duplicated data, built a star schema and DAX measures, and created an interactive dashboard covering sales, profit, customers, markets, and products.
- Reported portfolio results of 12.64M in sales, 1.47M in profit, and 17K customers.

Baladi Bread Marketing Performance Analysis | Marketing Analytics | Business Strategy

- Analyzed Facebook and Instagram performance, audience, content formats, and posting patterns; converted findings into channel and content-mix recommendations, including scenario-based estimates.

EFA B2B Social Media Performance Analysis | B2B Analytics | Strategic Reporting

- Compared platform performance using views, reach, engagement, CTR, and reach efficiency; profiled the core audience and developed B2B content recommendations and testable scenarios.

Student & Instructor Data Analysis | SQL | Data Analysis

- Used SQL to query and analyze student and instructor data, producing structured insights from relational datasets.

ADDITIONAL ANALYTICS PROJECTS

HR Data Analysis with Python | [Project Files](#); Sales Data Analysis & Interactive Dashboard for an India-based company, including sales, customers, products, regions, channels, returns, sizes, and employee performance | [Dashboard Demo](#); Additional Power BI Dashboard | [Dashboard Demo](#)

EDUCATION

B.Sc. Student, Communications and Electronics Engineering | Higher Institute of Engineering and Technology, King Mariout | Expected 2028

- Current academic standing: Very Good.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Data Analysis Diploma.
- Artificial Intelligence, Machine Learning & Deep Learning Diploma - covering Python, Data Science, Machine Learning, Deep Learning, and MLOps.

LANGUAGES

Arabic: Native | English: Good