

Saif Essam

Data Analyst | CRM & Sales Analytics | Dashboard Reporting

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Profile

Data Analyst with a strong academic foundation in Statistics and hands-on experience in sales and CRM analytics, dashboard reporting, data cleaning, data validation, and KPI monitoring within digital transformation and MIS environments. Currently support management decision-making through data-driven recurring reports, dashboards, and insight generation using Excel, SQL, Python, Power BI, Salesforce reporting, and statistical analysis.

Education

2020/09 – 2024/07

Bachelor's Degree in Statistics

Faculty of Economics and Political Science (English Section), Cairo University

Minor: Socio-Computing

Cumulative GPA: 3.5 / 4.0 (Very Good with Honors)

Professional Experience

2024/11 – Present

Heliopolis, Cairo

Analytics Specialist

Deraya Insurance Brokerage ☑

- Analyze and prepare large-scale CRM and sales datasets to support KPI monitoring, reporting, and management decision-making across digital transformation initiatives.
- Clean, standardize, validate, and deduplicate structured data to improve reporting accuracy and analytical reliability.
- Build and maintain interactive dashboards and reports using Salesforce and Excel to track sales performance, operational activity, and data quality indicators.
- Translate business questions into analytical outputs and actionable insights for cross-functional stakeholders.
- Manage recurring data operations including uploads, integrity checks, exception handling, and structured data maintenance.

2024/07 – 2024/09

New Administrative
Capital, New Cairo

Data and Research Analyst Intern

Egyptian Cabinet - Information Decision Support Center (IDSC)

- Contributed to the national publication “Egypt Description by Information 2024”, one of Egypt’s flagship data-driven reports.
- Reviewed, validated, and updated statistical indicators using official and verified data sources.
- Supported analytical sections through data verification, consistency checks, and quantitative review.
- Applied research methodologies to ensure accuracy and coherence of statistical outputs.

2024/06 – 2024/07

Nasr City, Cairo

Statistical Analysis Intern

Central Agency for Public Mobilization and Statistics (CAPMAS)

- Gained practical exposure to official data collection, processing, and dissemination workflows.
- Assisted in the design and evaluation of manual and digital survey questionnaires.
- Observed national-scale statistical production cycles and quality control processes.

Extra-Curricular Activities

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|-------------------|--|
| 2022/11 – 2023/08 | Organizing Committee Head
<i>Model of UNESCO Simulation</i> <ul style="list-style-type: none">• Led and coordinated teams, managed planning processes, and supervised execution. |
| 2021/11 – 2022/07 | Stock Market Council Secretariat (Instructor)
<i>COMET'22</i> <ul style="list-style-type: none">• Taught stock market knowledge to 136 delegates.• Led interviews, task supervision, and mentoring. |

Projects

Determinants of Access to Social Security Coverage for the Egyptian Labor Force (Graduation Project) [↗](#)
Applied regression and statistical analysis to study labor force access to social security in Egypt.

Time Series Analysis & Forecasting (NASA Rainfall Data for Mumbai) [↗](#)
Modeled and forecasted rainfall patterns in Mumbai using time series techniques in R.

Machine Learning Techniques for Analyzing Factors Contributing to Heart Disease Diagnosis [↗](#)
Implemented classification models to analyze factors contributing to heart disease diagnosis.

Categorical Data Analysis on Political Interest & Participation in Brazil [↗](#)
Applied logistic regression models using R to study political interest and participation.

Multivariate Analysis of Mental Health during COVID-19 [↗](#)
Explored the impact of character strengths on mental health using multivariate statistical techniques in R.

Database System Project for Hospitals [↗](#)
Designed and implemented a relational database using SQL.

Certificates

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| • Google Advanced Data Analytics Certificate ↗ | • Machine Learning with Scikit-Learn — LinkedIn Learning ↗ |
| • SQL: Data Reporting and Analysis — LinkedIn Learning ↗ | |

Skills

Tools

Excel (Advanced), SQL, Power BI, Python, R, Salesforce Reports & Dashboards.

Business

Sales & CRM Analytics, Data Quality Management, Reporting Automation, Stakeholder Communication, Training Delivery.

Analytics

KPI Reporting, Dashboard Development, Data Cleaning, Data Validation, EDA, Statistical Modeling, Regression, Time Series.