

Ahmed Salam

Mid-level Data Analyst

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[AhmedSalam24](#)

About

Mid-level Data Analyst working at the **intersection of data, product, and business**, with a strong ability to connect product features, user behavior, and business models with the underlying data. Experienced in **owning analytics end-to-end**, from investigating data sources and building reliable analytical models to analyzing product performance and turning findings into clear recommendations for **C-level executives and cross-functional teams**.

Experience

Mid-level Data Analyst | 4Sale International Co.

April 2026 – Present (Full Time)

- Led the **company-wide migration from Looker to Tableau**, rebuilding, enhancing, and validating **30+ critical dashboards** while preserving KPI consistency, enabling **\$50K+ in annual BI cost savings**, and expanding business self-service.
- Lead the **migration of core analytical models to the company's new data architecture**, mapping legacy business logic into the new schema and ensuring continuity of KPIs, reporting, and downstream analytics through major backend changes.
- Designed **data modeling, integration, and BI layers** for strategic roadmap initiatives, including Visa/Mastercard payment analytics and segmented credits, delivering analytics-ready data models and dashboards.
- Own **end-to-end analytics delivery** across product and business initiatives, spanning analytical data modeling, dashboard development, data investigations, **product analytics**, and **executive reporting** for cross-functional teams and C-level stakeholders.
- Develop **automated data-quality checks** across data sources, analytical models, KPIs, and reporting outputs, proactively identifying inconsistencies and improving **data reliability** across the analytics ecosystem.

Data Analyst | 4Sale International Co.

November 2024 – March 2026 (Full Time)

- Owned and tracked **core business and product KPIs** for Kuwait's leading classifieds marketplace, enabling data-driven decision-making across product, marketing, operations, and leadership.
- Delivered **15+ direct analytical reports for C-level stakeholders (CEO, CTO, CMO)**, presenting multiple perspectives on business performance and supporting strategic decisions.
- Built and maintained **20+ analytical data models and delivered 30+ BI dashboards**, transforming warehouse data into scalable reporting layers and enabling consistent, self-service KPI monitoring across teams.
- Designed and implemented a **user segmentation data model covering millions of 4Sale users**, enabling personalization, customer targeting, and advanced strategic insights.
- Led **50+ ad-hoc analyses for cross-functional teams**, covering product performance, pricing, monetization, user behavior, and business performance under tight timelines.
- Developed **retention, churn, and acquisition analyses** to assess user engagement and drop-off, supporting initiatives including promo-code optimization and targeted marketing campaigns.

- Supported **product analytics** by validating Amplitude events and analyzing the adoption and performance of newly launched features, while contributing analytical inputs to upselling and monetization initiatives.
- Led **data investigation and validation initiatives**, developing quality-check logic that uncovered **20+ inconsistencies** across backend logs and data sources, contributing to fixes and improved data reliability.
- **Revamped and presented weekly and monthly business reviews**, transforming basic reporting into interactive, insight-driven presentations with deeper analysis and expanded KPIs.

Teaching Assistant |

Faculty of Engineering, Menoufia University

May 2025 – Present

- Supported the instruction of 300+ undergraduate students across Programming, Computer Science fundamentals, and Database Systems, delivering live practical sessions and hands-on coding labs.
- Built **10+ automated Python and SQL scripts** to process large-scale course evaluation data and **generate 20+ academic quality reports**, **reducing departmental manual reporting effort by 80% while improving accuracy and consistency**.

Data Analyst Consultant | PTS Investments Holding

April 2025 – May 2025 (Freelance)

- Delivered **end-to-end monitoring and evaluation (M&E) analytics and reporting** for a youth digital-skills program, collaborating with Education For Employment Egypt, the International Labour Organization (ILO), and PTS Projects.
- Integrated **quantitative and qualitative data** into interactive dashboards and analytical reports, translating program performance into evidence-based recommendations for partner organizations.

Education

Cairo University
2026-Present

Master of Science in Computer Engineering

Menoufia University
2019-2024

Bachelor of Electrical and Computer Engineering

Grade:
CGPA 3.78 (93%) | Ranked 1st in the department

Skills

- **Analytics & BI:** Data Analytics, Business Intelligence, Product Analytics, KPI Reporting, Data Visualization & Storytelling
- **Data & Modeling:** SQL, Data Modeling, Data Quality, Data Warehousing, Snowflake, TimescaleDB
- **Tools:** Tableau, Looker, Amplitude, Python, Excel, Power BI
- **Business:** Business Analytics, Stakeholder Management, Growth Analytics, Ad-Hoc Analysis

Languages

- **English :** Professional Working Proficiency
- **Arabic :** Native