

Mostafa Shaban

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PROFILE

Versatile Data Analyst and Freelance Coach with a solid academic foundation in Accounting (Capital University, 2027). Combines deep technical expertise in Power BI, SQL, Python, and Advanced Excel with strong business acumen developed through corporate banking internships and financial literacy programs. Proven track record of building impactful dashboards, automating data workflows, mentoring 300+ professionals, and reviewing 3,000+ freelance proposals. Committed to bridging data analytics with strategic business insights across finance, education, and digital sectors.

EDUCATION

B.Com. in Accounting (English Section) — Faculty of Commerce & Business Administration — Capital University 2023 – 2027 (*Expected*)

- Specialization: Accounting & Auditing with Computerized Accounting coursework
- Academic Research: Enron Scandal — analysis of audit failures, financial misstatements, internal control breakdowns, and the collapse of Arthur Andersen
- Key Modules: Financial Accounting · Auditing · Computerized Accounting · Business Statistics · Cost Accounting

EXPERIENCE

Freelancing & Technical Coach — DEPI Program (via Career 180) *Apr 2026 – Present | Remote*

- Conduct coaching sessions on freelancing fundamentals, proposal writing, and market best practices
- Guide participants in building client-facing profiles on top freelancing platforms
- Provide career mentoring on personal branding, client communication, pricing strategy, and payment security
- Led a participant cohort to 100% registration and 93% task completion through structured coaching

Freelance Data Analytics Coach & Program Analyst — ITIDA Gigs Program (via EYOUTH) *Sep 2025 – Jan 2026*

- Mentored 300+ participants in a structured freelancing program, guiding them toward digital opportunities
- Reviewed and evaluated 3,000+ freelance proposals with structured feedback to improve client acceptance rates
- Performed EDA on trainee engagement datasets; delivered data-backed recommendations to leadership
- Conducted workshops on pricing strategy, project scoping, personal branding, and portfolio development

Digital Banking Intern — CIB Bank (Commercial International Bank) *Aug 2024 | 3 Weeks*

- Analyzed live applications of financial data and digital banking operations within one of Egypt's leading commercial institutions
- Evaluated data-driven transformation initiatives and digital innovation strategies aimed at optimizing customer financial services

TECHNICAL TRAINING & SIMULATIONS

Data Analyst Specialist — Power BI Track (Round 4) — DEPI Initiative — Ministry of Communications *Nov 2025 – May 2026*

- Completed an intensive program simulating real-world business analytics using Power BI, DAX, Power Query, and Data Modeling

- Designed dashboards that improved reporting efficiency by 25% and reduced report turnaround time by 20%
- Automated data pipelines using Python scripting, cutting manual data entry by 30% and boosting team productivity by 30%
- Developed KPI tracking reports in collaboration with cross-functional teams, reducing project timelines by 10%

Junior Data Analyst Track (Round 2) — DEPI Initiative — Ministry of Communications *Oct 2024 – May 2025*

- Built foundational skills in data cleaning, formatting, and advanced Excel functions (VLOOKUP, XLOOKUP, INDEX & MATCH) and Pivot Tables
- Used Power Query to connect, transform, and prepare datasets for analysis
- Practiced SQL fundamentals: database creation, data filtering (SELECT, WHERE, LIKE), aggregation (GROUP BY, ORDER BY, HAVING), and table joins (INNER/LEFT/RIGHT JOIN)
- Designed introductory interactive dashboards in Power BI, covering data import, table relationships, and basic visualizations

NOTABLE PROJECTS

Sales Performance Dashboard — SQL Server · Power BI · DAX · Power Query · Excel *2025*

- Developed a comprehensive interactive dashboard to track core revenue metrics, regional sales trends, and salesperson KPIs, enabling data-driven retail optimization
- Built a robust star-schema data model to handle large-scale transactional datasets with optimized SQL queries (Joins, Aggregations) in SQL Server
- Reduced reporting cycle time by 20% and improved dashboard refresh efficiency by 25% through star-schema modeling and automated data pipelines

E-commerce Analytics Dashboard — Power BI · Power Query · Advanced Excel · KPI Design *2025*

- Analyzed e-commerce transactional data to evaluate consumer buying behaviors, checkout completion rates, and product category performance
- Built dynamic charts to track discount impacts on overall profit margins
- Shortened project evaluation and decision-making timelines by 10% by providing a centralized, dynamic KPI tracking system

Power BI Avocado Sales Analysis — Power BI · Advanced DAX · Scatter Plots · Excel *2025*

- Conducted an independent business case study analyzing consumer demand, market price elasticity, and volume forecasting across different regions
- Delivered a fully interactive dashboard featuring dynamic filters, trend analysis, and executive-level business insight summaries to support pricing strategies

KEY ACHIEVEMENTS

- Power BI dashboards improved reporting efficiency by 25% and reduced turnaround time by 20%
- Python-based automation cut manual data entry by 30% and raised overall team productivity by 30%
- Led a participant cohort at Freelance Yard to 100% registration and 93% task completion
- Mentored 300+ trainees across digital skills and reviewed 3,000+ freelance proposals

TECHNICAL & BUSINESS SKILLS

BI & Visualization: Power BI (Advanced — DAX, Power Query, Data Modeling), Tableau, Advanced Excel

Programming & Databases: Python (Automation, EDA, Scripting), SQL (SQL Server / SSMS, MySQL)

Data Management: ETL Pipelines, Data Cleaning & Transformation, EDA, KPI Design

Accounting & Business Tools: Computerized Accounting, Advanced Excel (Power Pivot, Pivot Tables), Financial Statement Analysis

Soft Skills: Critical Thinking, Presentation & Pitching, Team Leadership, Personal Mentoring, Time Management

Languages: Arabic (Native) | English (B2 — Professional Working Proficiency)

CERTIFICATIONS & TRAINING PROGRAMS

Data & Technical:

- **Data Analyst Specialist (Power BI Track)** — DEPI / Ministry of Communications & IT *(2024 – 2026)*
- **IBM SkillsBuild — Data & Digital Skills Modules** — IBM *(May 2025)*
- **ALX AI Career Essentials (AICE)** — ALX Africa — 6-week intensive *(Aug 2024)*

Business, Coaching & Leadership:

- **Freelancing & Technical Coach** — Freelance Yard (Career 180) *(Apr 2026 – Present)*
- **Freelance Data Analytics Coach** — ITIDA Gigs Program (EYOUTH) *(Sep 2025 – Jan 2026)*
- **Youth Empowerment for Freelance Work** — MCIT (Ministry of Communications) *(Jun 2024)*
- **HIVER Leadership Development Program** — HIVER Alumni Network *(Jun 2025)*
- **Mint Ambassador — Professional Development** — EG Bank *(Jul 2024)*
- **Youth to Youth — Financial Literacy Program** — Banque Misr *(Sep 2025)*