

Khaled Gamal Gohar

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Skills

- **SQL (Querying & Optimization):** Metabase, SQL Server, PostgreSQL, BigQuery, DBT, duckdb. query tuning ,remodeling, transforming and reshaping tables ,models and views.
- **Python:** Pandas, DltHub.
- **Reporting & Storytelling:** Skilled in creating dynamic dashboards (Power BI, Metabase, Excel) and translating complex data insights into actionable business recommendations via PowerPoint.
- **Analytics:** Segmentation, RFM, Pareto, transaction patterns, campaign optimization to maximize business impact.
- **Automation:** Automate workflow with N8N
- **Knowledge:** Fabric, Azure and Snowflake.
- **Tools:** Metabase, Power BI, Excel, Google Analytics, DltHub, DBT, python, VS Code, GitHub.

Work Experience

Data Analyst at KashNow tech Company

Remote | April 2024 - Present

Data Extraction and Optimization:

- Optimized complex SQL queries (Metabase, BigQuery, SQL Server, PostgreSQL) with query tuning , tables and report creation for different departments.

Analytics :

- Developed Customer Behavior Analysis (Metabase ,power bi) implementing: Leveraged RFM segmentation, seasonal trends, transaction patterns, to drive targeted marketing strategies.
- Conducted Pareto analysis to optimize marketing strategies

Data Storytelling and Visualization:

- Optimized Designed interactive Power BI and Metabase dashboards with dynamic filters for daily/weekly/monthly performance tracking.
- Translate complex findings into actionable insights through PowerPoint presentations for stakeholders.

Data Analyst at Raya CX (Etisalat UAE)

Cairo, Egypt | August 2023 - March 2024

- Transformed raw data using Python (Pandas) for automated cleaning (handling missing values, outliers).
- Created dashboards (power bi - Excel) to track sales performance, enabling stakeholders to identify growth opportunities.

Technical Office engineer at Otrac heavy Equipment

Cairo, Egypt | March 2022 - June 2023

- Coordinated tender processes and client technical solutions.
- Developed Excel dashboards with pivot tables for sales tracking and engineer KPI monitoring (Excel).
- Led 2 junior engineers, improving team productivity.
- Managed warehouse inventory system.

CERTIFICATIONS

- Microsoft Fabric Data Engineer: Prep for the DP-700 Certification. (in progress)
- Microsoft Power BI Data Analyst Professional Certificate.
- Project management Professional Certificate: Google.

Project

- Designed and developed an interactive E-Commerce Analytics Dashboard using PostgreSQL, Power BI, and Figma to track key KPIs (users, revenue, transactions, page views) and support data-driven decisions. ([Link](#))
- Developed an interactive Power BI web analytics dashboard that tracks key KPIs (users, page views, revenue, transactions) using fabric and power bi and BigQuery. ([Link](#))
- Conducted NBA data analysis by scraping and processing stats with Python (Pandas), uncovering performance insights to support strategic decision-making. ([Link](#))
- Developed an automated new customer onboarding workflow with n8n, SQL, and Power BI to send WhatsApp messages, collect responses, flag issues, and deliver daily/weekly KPI reports.
- Developed a segmentation and retention automation agent using n8n, SQL, and Power BI to segment last 3 months' customers via RFM, send targeted WhatsApp campaigns (VIP, churn risk, new), collect responses, and deliver KPI reports for marketing and operations.

Education

British University (BUE)

Cairo, Egypt (2021)

Bachelor of mechanical engineering

Volunteering

- R&D member "Enactus" at BUE University.