

ALI ABDO

DATA ANALYST

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I am a data-focused analyst with hands-on experience turning raw operational data into clear, actionable reporting — spanning SQL, Excel, and Power BI dashboards in a live remote role, alongside a First-Class Computer Science degree and a growing portfolio of independent data projects. Comfortable working across messy, real-world datasets, translating findings for non-technical stakeholders, and picking up new tools quickly.

EXPERIENCE

Data Analyst | Scaffling — Remote

Jun 2024 – Jul 2026

- Assisted with data collection, cleaning and analysis of customer, operational and inspection datasets using Excel and SQL.
- Supported the development and maintenance of Power BI dashboards to track key operational and customer KPIs.
- Analysed inspection and compliance data to identify trends, anomalies and overdue records.
- Prepared regular reports and data summaries for Operations, Product and Management teams.
- Conducted data quality checks to identify missing, inconsistent or inaccurate records.
- Worked with cross-functional teams to support ad-hoc analysis and data-driven process improvements.

PROJECTS

Retail Sales & Customer Insights Dashboard | SQL, Excel, Power BI

- Cleaned and modelled a public retail transactions dataset using SQL, structuring it for reliable reporting.
- Built an interactive Power BI dashboard surfacing sales trends, top-performing products and customer segments.
- Documented data sources, assumptions and refresh logic for reproducibility.

Data Pipeline & Transformation Project | dbt, SQL, PostgreSQL

- Built a dbt project transforming raw relational data through staging and modelled layers into clean, tested tables.
- Wrote SQL-based data tests and documentation to ensure transformation reliability.
- Applied version control (Git) throughout to track model changes.

Marketing Campaign A/B Test Analysis | Python, pandas, Statistical Testing

- Analysed a public A/B test dataset using Python and pandas to compare campaign performance.
- Applied hypothesis testing to determine statistical significance of observed differences.
- Presented findings and a clear recommendation in a written summary.

GravityIQ – Football Analytics Platform | React, Node.js, Python

- Built a full-stack analytics platform combining data from multiple sources into a single analytical view.
- Designed an original statistical metric (the Gravity Index) and validated it using regression and hypothesis testing.
- Built interactive dashboards and visualisations (radar charts, positional maps) to present findings clearly.

EDUCATION

Royal Holloway, University of London — Egham, UK

Sep 2023 – Jul 2026

Computer Science BSc: First-Class Honours

Courses: Software Engineering, Algorithms and Complexity, Security Management, Operating Systems, Database Systems, Project Management

Uxbridge College — London, UK

Sep 2021 – Jul 2023

BTEC Level 3 National Extended Diploma Information Technology: D*DD

Courses: Creating Systems to Manage Information, Big Data and Business Analytics, Cyber Security, IT Service Delivery

CERTIFICATES

Microsoft — Data Analysis with SQL, Excel & Power BI

IBM — Data Analyst Professional Certificate

British Airways — Data Science Job Simulation

TECHNICAL SKILLS

Data & Analytics: SQL, Excel, Power BI, Python, R, dbt, statistical testing, data cleaning & validation

Languages: Python, Java, Dart, JavaScript, SQL, R, HTML/CSS/Sass

Tools & Frameworks: Git/GitHub, React/Next.js, Node.js, Firebase, MongoDB, Visual Studio Code, Figma, SCRUM, Agile

Fluent in English & Arabic