

Ahmed Matter

Financial Data Analyst | Power BI Developer

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Profile

Results-driven BI Developer & Data Analyst with 3+ years of experience transforming complex financial and business data into actionable insights across finance, telecom, and retail industries. Specialized in Power BI, Advanced DAX, Power Query (M), SQL, and Excel automation, with foundation in financial analysis and data modeling. Proven track record in building E2E BI solutions, developing automated ETL pipelines, and delivering executive dashboards that support strategic decision-making — including financial dashboards analyzing \$127M+ debt portfolios and reducing manual reporting time by 60% through automation.

Education

Business Analytics Diploma — DEBI, MCIT Egypt

In Progress / Expected Sep 2026

Data Analyst Specialist — DEPI, MCIT Egypt

Apr. 2024 – Oct. 2024

Bachelor of Commerce (Accounting), Suez Canal University

Sep. 2016 – Jul. 2020

- Major: Accounting
- Cumulative Grade: **Very Good (82.4%)**

Professional Achievements

At the Private Insurance Fund for Employees (Canal Company for Electricity Distribution):

- **Financial System Engineering:** Designed and implemented a complete accounting system and document cycle based on the American Journal method using Advanced Excel and VBA. Which increased the speed of recording and improved accuracy.
- **FRA Compliance & Reporting:** Engineered periodic financial investment reports in strict accordance with Financial Regulatory Authority (FRA) requirements, ensuring all data was submitted accurately and on time for regulatory oversight.
- **Operational Efficiency & Automated Matching:** Developed automated tools using Power Query and VBA to monitor and match monthly member subscriptions & loan interests. Which enabled immediate detection and reconciliation of variances.
- **Investment Portfolio Optimization:** Established high-integrity tracking systems for fund assets and investments, including bank deposits and securities. This provided management with a clear, real-time view of all investment returns and ROI.

Experience

Freelance BI Developer & Instructor

May. 2023 – Present

- Developed interactive Power BI dashboards for finance, sales, churn, and risk analysis across multiple industries.
- Automated reporting workflows for SMEs using Power Query and Excel, reducing manual reporting time by 60%.
- Delivered BI and Excel training programs for 10+ professionals, covering Advanced DAX, Power Query, Advanced Excel Functions, Power Pivot, Data Modeling and dashboard design.
- Built end-to-end BI solutions including ETL pipelines, data modeling (Star Schema), and executive-level reporting.

Accountant | Canal Company For Electricity Distribution

Mar. 2023 – Apr. 2026

- Managed financial reporting (P&L, Balance Sheets) and automated bank reconciliations using Excel.
- Audited employee subscription funds and loan regulations, ensuring 100% data integrity and compliance.
- Collaborated with teams to translate accounting requirements into automated Excel and Financial Statement solutions.

Projects

Enterprise Financial Reporting & Management Accounts System | Financial Data Modeling Using Advanced Excel

- Built an enterprise-scale financial reporting solution by integrating **Xero API** data into Microsoft Excel.
- Processed and transformed **2M+ financial transactions** across **35+ connected worksheets** into a centralized framework.
- Automated executive reports including **P&L, Balance Sheet, & AR/AP Budget vs Actual** analysis for multiple business units.
- Designed financial data models, account mappings, and revenue classifications requiring strong accounting expertise and advanced financial analysis.
- Automated month-end management reporting using **Power Query, Pivot Tables, advanced formulas, and dynamic Excel models**, significantly reducing manual reporting effort.

Technologies: Microsoft Excel (Expert), Power Query, Pivot Tables, Xero API, Financial Reporting, Management Accounts, Budget vs Actual Analysis, Financial Statement Analysis, Data Modeling, Financial Data Transformation, Accounting Analytics.

Titanic Survival Prediction: End-to-End Machine Learning Pipeline ([GitHub](#))

- **Project Goal:** Built a machine learning model to predict if a passenger survived the Titanic disaster.
- **Data Cleaning:** Explored the data and fixed missing values by filling in the missing ages and fares.
- **Feature Engineering:** Created new useful columns like FamilySize and IsAlone to help the model learn better.
- **Data Preparing:** Used One-Hot Encoding to convert text data into numbers and StandardScaler to scale numerical data.
- **Model Testing:** Tested and compared multiple algorithms including Logistic Regression, Decision Trees, SVM.
- **Evaluation:** Used a Classification Report (Precision, Recall, and F1-Score) to find the most accurate and reliable model.

Technologies: Python, Pandas, NumPy, Scikit-Learn, Matplotlib, Seaborn

KPI Dashboard – Smart Security Service | Power BI

- Worked within a team to deliver a real-world Power BI solution integrating ServiceM8 (operations) and Xero (financials) into a unified reporting platform.
- Built data pipelines and performed data engineering (cleaning, transformation, modeling).
- Developed advanced Power BI models and DAX measures for financial, sales, and operational KPIs.
- Implemented AR Aging with dynamic buckets and As-of Date logic for accurate point-in-time reporting.
- Key KPIs: Revenue, Expenses, Profit, Cash in Bank, Cash Coverage, AR Aging, CVR, Backlog, Scheduling Efficiency

Technologies: Power BI, DAX, Azure, APIs, ServiceM8, Xero, Excel

Product Performance Analysis & Decision Support System | Excel

- Built a data-driven decision system that transforms raw sales data into actionable business insights and supports product-level decision-making For a KSA Company.
- Cleaned, integrated, and consolidated multi-source Excel datasets (multi-branch data), ensuring accuracy and consistency
- Developed key metrics including QoQ Growth, Trend Classification, Pareto Analysis (80/20), Value Index, and E- Score
- Built a percentile-based classification model (Core / Growth / At-Risk) using the 70th percentile threshold
- Engineered an advanced decision logic model combining growth, efficiency, and value metrics to drive actions (Push / Grow / Monitor)
- Conducted Value Analysis to identify high-value products and optimize purchasing decisions
- Developed an interactive Excel dashboard to track performance, identify top products/brands, and support data-driven decisions
- Delivered a complete solution including dynamic model, dashboard, and business-ready insights

Real Estate Price Prediction & Analytics | Eyouth Hackathon [\(Live Dashboard\)](#) [\(GitHub\)](#)

- Performed advanced EDA and built automated ETL pipelines using Power Query (M language).
- Queried and managed data using Azure SQL Database as the primary data source.
- Built Power BI dashboards visualizing **conversion rates (40%)** and revenue trends.

Technologies: Power BI, SQL, Power Query, DAX, Azure SQL.

E-commerce Conversion & Revenue Analytics | Maven Fuzzy Factory [\(Live Dashboard\)](#)

- Analyzed full customer journey from **473K sessions to 32K orders** with a 6.8% conversion rate.
- Built conversion funnel identifying drop-offs across product, cart, shipping, and billing stages.
- Analyzed **\$1.85M revenue, \$1.2M profit**, and Average Order Value of \$60.6.
- Compared performance across channels (Organic, Paid, Direct) and devices (Desktop vs. Mobile).

Technologies: MySQL, Power BI, DAX, Power Query, Data Modeling, Funnel Analysis.

Banking Risk & Spending Behavior Intelligence [\(Live Dashboard\)](#)

- Analyzed **\$127M+ debt portfolio** and identified **11% potential default risk**.
- Built customer segmentation using credit score, income, and spending behavior.
- Designed interactive UI with custom filter pane (Bookmarks + Selection Pane).

Technologies: Power BI, DAX, Power Query, Data Modeling.

Automated Financial Statements Dashboard [\(Live Dashboard\)](#)

- Developed automated dashboards for Balance Sheet and Income Statement analysis.
- Calculated key financial ratios including ROA, Current Ratio, and **Debt-to-Equity (94.47%)**.
- Implemented Year-over-Year (YoY) growth analysis for financial performance.
- Enabled dynamic metric switching using Field Parameters and Bookmarks.

Technologies: Power BI, DAX, Power Query, Data Modeling.

Customer Churn Analysis | Telecom [\(Live Dashboard\)](#)

- Analyzed customer churn behavior identifying **27% churn rate and \$3.6M revenue impact**.
- Identified high-risk customers (**Fiber users: 40.7% churn rate**),KPIs for retention, churn rate, and revenue loss.

Technologies: Excel, Power Query, Power Pivot, DAX.

Core Competencies

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|------------------------------|-------------------------------|-----------------------------|
| • Microsoft Power BI | • Advanced DAX | • Power Query (M) |
| • SQL (MySQL, Azure) | • Data Modeling (Star Schema) | • ETL Pipelines |
| • Advanced Excel | • Power Pivot | • VBA / Macros |
| • Python (Pandas, NumPy) | • Financial Analysis | • Dashboard Design |
| • Actuarial Data Preparation | • Financial Statements | • Accounts Reconciliation |
| • Internal Auditing | • Financial Systems Design | • General Ledger Management |

Professional Development & Certifications

- Financial Modeling & Valuation Analyst (FMVA) | Corporate Finance Institute (CFI) In Progress (Expected Apr 2027)
 - MS-TTT: Power BI Train the Trainer with AI | MCIT - Empower Yourself
 - IBM Data Analytics Professional Certificate.
 - BI Essentials for Finance Analysts (Power BI Edition) | Corporate Finance Institute (CFI).
 - Data Skills for Excel Professionals Specialization | Corporate Finance Institute (CFI).
 - Technology & Database Fundamentals | Mahara-Tech (ITI).
 - Data Analysis Challenger Track | Udacity.
 - Programming for Everybody (Getting Started with Python) | University of Michigan.
 - NumPy & Pandas: Analyze & Transform Data | EDUCBA.
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Interpersonal Skills

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| • Collaborative Teamwork | • Attention to Detail | • Effective Communication |
| • Self-Motivation | • Presentation Skills | • Mentorship |
| • Accuracy | • Flexibility | • Time Management |
| • Knowledge Sharing | • Fast Learner | • Self-Correction |
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Language Skills

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| • Arabic: Native | • English: Good |
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