Sherif ElSherif

Data & Analytics Manager

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Summary

- Result driven, task-oriented Data and Analytics Manager with 10+ years of experience in all of SDLC functions including Software Development, Data Analytics, Data Integrations, and Operations.
- Domain expertise in eCommerce Analytics, Telecommunications, Marketing Analytics, Revenue Operations, SaaS Metrics, and fraud detection.
- Lead an analytics team responsible for Reporting and Analytics for a specific client group.
- Drive client requirements for upcoming analytics needs and help prioritize and communicate roadmaps
- Lead analysis on business performance and build hands-on analytical solutions. Conduct insightful data-driven analysis to derive insights that will drive business decisions and recommendations.
- Leading end to end analytical projects by creating detailed work plans from planning, to design, to development, to insights, to project communications and executive.
- Improve operational excellence through identification and execution of initiatives that create efficiency, remove obstacles, or create improved processes and approaches to the business.
- Solid technical experience using Python, Java, C#, C++, SQL, Looker, BigQuery, Redshift & Snowflake, Looker, Google DS, Tableau, Pandas, Scikit Learn, MS Azure, Google Cloud & AWS.
- Excellent Analytical Thinking and Problem-Solving Skills.

Professional Experience

Data & Analytics Manager, Daasity, Aug 2020 – Present (10 Months)
- Lead an analytics team responsible for Reporting and Analytics for a specific client group.
- Drive client roadmap for upcoming analytics needs and help prioritize and execute roadmaps
- Designing, architecting, and pipelining customer data sources and ETL.
- Leading the development of dashboards and analytical reports to help our merchants grow.
- Creating sales and marketing reports, product related reports and insights to drive growth.
- Sourcing data from places like GA, FB, Shopify, Amazon, Klaviyo, Attentive, Rockerbox & others.
- Working with Redshift, Snowflake, Python, and Looker for reports visualization.

Lead Data Analytics, Fraud Analytics, Rogers Communications, Oct 2018 – Aug 2020 (1 Year, 11 Months)
- Tech Lead for the Fraud Detection and Vendor Settlements Departments.
- Managing all the data operations, loading & transformation flows and systems integrations.
- Building fraud reports and dashboards for business users to take action upon.
- Responsible for the DevOps transformation journey in Rogers Corporate Systems.
- Analyzing fraud cases patterns and help identify abnormalities and outliers.

Senior Data Analyst, Marketing & Sales Ops, Vendasta Technologies, Nov 2017 – Oct 2018 (1 Year)
- Provide strategy, data, and analysis linking marketing, sales, product management to increase prospect conversion and new customer acquisition, increase customer retention and improve sales efficiency
- Partner with Vendasta revenue-focused teams to define, prioritize and solve problems that deliver meaningful and measurable value to the business.
- Lead metrics meetings for operational KPIs and create monthly improvement plans.
- Deliver Dashboards and ad-hoc reporting that help our business team make data driven decisions.

Lead Data Analytics, Revenue Assurance Analytics, STC, Nov 2013 – Sep 2017 (4 Years)
- Analyzing all company revenue streams data discovering unusual patterns and abnormalities.
- Building the required dashboards, monitoring points and validations to monitor the revenue chain.
- Analyzing big volume of traffic & financial data, building dashboards, trending reports and insights.

Business System Analyst, WeDo Technologies, Feb 2012 – Oct 2013 (1 Years, 9 Months)
- Collecting business requirements and system requirements and converting them into system and business rules and integration specification documents to be ready for implementation on Revenue Assurance systems and all integrated IT systems.
- Writing the SOW, SDS, DDD, Test Cases and related documents.

Development Team Lead, NTG Clarity Networks Inc., Sep 2010– Jan 2012 (1 Years, 5 Months)
- Satisfying customers through managing product development and production deployment issues
- Analyzing, documenting, and enhancing business processes and requirements
- Managing IT service delivery and product strategic plans

Senior Software Developer, Motorola, Feb 2009 – Sep 2010 (1 Years, 8 Months)
- Involved in the requirements collection and analysis for new projects and CRs in the Workflow engine, CRM and Order Management.
- Developing using Java EE

Java Software Developer, NTG Clarity Networks Inc., Jun 2007 – Jan 2009 (1 Years, 9 Months)
- Working as Java EE Developer using Java and Oracle 10g DB

Trainings & Courses

Project Management Professional (PMP), Risk Management: Identifying Risks, Finance for Non-Financial Managers, Data Science Fundamentals (Statistics Fundamentals, Hypotheses Testing, ANOVA, Regression Analysis)

Education
- **Bachelor** of **Computer Science**, Ain Shams University.
- Specialization in **Software Product Management**, University of Alberta.

Professional Certifications
- **Looker** Certified Delivery Expert
- **Looker** Certified LookML Developer
- IIBA Certified Business Analyst Professional (**CBAP**)
- **ITIL** Certification in IT Service Management
- **Microsoft** Azure Fundamentals
- TM Forum **Business Process Framework(eTOM)** Certificate

Technical Experience (Programming Languages & Tools)
- Python, Pandas, NumPy and SciKit-Learn for predictive analytics.
- Google Cloud technologies like BigQuery, Datalab, Dataprep, Data Studio, and Looker.
- Java, C#, Shell Scripting, Oracle PL/SQL, MS SQL Server, VB.net, C++, R, XML.
- Building complex queries with focus on query optimization and performance enhancements.
- Data Analysis tools: MicroStrategy, Tableau, RapidMiner, SAS Guide, and SAS Enterprise Miner.

Soft Skills
- Problem solving skills, Conflict Management, Systems Thinking, Communication Skills, Time Management, Meeting deadlines, Leadership, Attention to details, Organized, Collaborative, Can work in a Team or Work Independently.