

Ali Aghawani

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CERTIFICATES

- BI Essentials for Finance Analysts (Power BI Edition) - Corporate Finance Institute® (CFI) 🔗
- Power BI Fundamentals - Corporate Finance Institute® (CFI) 🔗
- Google Data Analytics Professional Certificate – Google 🔗
- Data Analysis with Excel Power Tools - DataCamp 🔗
- Google AI Essentials - Google 🔗

PROJECTS

GLRetail Financial BI Automation – Income Statement, Balance Sheet & Excel Integration

06/2025

Data Analysis Project | Power BI & SQL & Excel

- Developed a multi-page Power BI financial reporting solution for GL Retail Corporation as part of CFI training; included automated Income Statement and Balance Sheet reports.
- Created normalized snowflake data model with FactGLTran and Dim tables (Store, Account, Region, Date); connected via SQL View built in Azure Data Studio.
- Built Income Statement using custom Excel header, dynamic matrix layout, and measures for totals, subtotals, EBIT, and net income; included refresh date logic with Power Query.
- Designed Balance Sheet with Cumulative Amounts, Retained Earnings, Equity, and Liabilities logic; applied DAX to combine staging measures into cohesive totals.
- Published model to Power BI Service and connected via Excel using Cube Formulas (CUBEMEMBER, CUBEVALUE) for flexible, live financial analysis across statements.
- **Tools:** Power BI Desktop & Service, Power Query, DAX, SQL (Azure Data Studio), Excel Cube Formulas, Snowflake Schema Modeling.

PlantCo Performance Report – YTD / PYTD

05/2025

Data Analysis Project | Power BI

- Built a single-page Power BI dashboard to compare Sales, Gross Profit, and Quantity on a YTD vs. PYTD basis, handling incomplete 2024 data with a custom InPast flag.
- Implemented dynamic switch measures (SWITCH() + SELECTEDVALUE()) and time-intelligence (TOTALYTD, SAMEPERIODLASTYEAR) to drive all visuals from one KPI slicer.
- Added date and KPI slicers for seamless Pivot: month ↔ country ↔ product analysis.
- Developed synced visuals: dynamic header, bottom-10 country treemap, waterfall (Month → Country → Product), column chart, scatter plot, and KPI insight cards.
- Key findings: March–April 2024 gross-profit decline in Canada’s Landscape segment; February 2024 outperformed prior-year levels—recommend replicating tactics.
- **Tools:** Power BI Desktop, Power Query, DAX, Star-schema modeling.

Atlas Labs Workforce Analytics Suite

05/2025

Data Analysis Project | Power BI

- Analyzed workforce composition: 1,470+ total employees; 1,200+ currently active; Technology is the largest department.
- Calculated overall attrition rate: 16%.
- Conducted demographics analysis: majority aged 20–29; women outnumber men by 2.7%; non-binary at 8.5%.
- Explored salary distribution: White employees have the highest average salary; mixed/multiple ethnic groups among the lowest. Identified attrition drivers: frequent travelers (19% of hires) exhibit the highest turnover; uncovered misalignment between managerial and self-performance ratings for Estelle Chung (latest rating “Needs Improvement”) and recommended a targeted improvement meeting.
- **Tools:** Power BI, Power Query, DAX, Data Modeling

Retail Insight Analytics

04/2025

Data Analysis Project | Power BI

- Designed and developed a professional Power BI dashboard to analyze retail business performance, covering both sales and cost perspectives.
- Performed comprehensive data cleaning and transformation using Power Query to build an optimized data model.
- Created interactive report pages—including a Sales Analysis Page and a Cost & Target Page—with dynamic visuals and slicers, and published the dashboard on Power BI Service.
- **Tools:** Power BI, Power Query, DAX, Data Modeling, Dashboard Design.

Data Analysis Project | Excel-Based Reporting

- Cleaned and transformed a raw dataset of 9,994 sales transactions (27 columns) using Power Query in Excel.
- Modeled data in Power Pivot by integrating four tables: Orders, Returns, People, and Shipping_Cost.
- Built 7 PivotTables and charts to answer strategic questions on customer loyalty, segment performance, profitability, and delivery times.
- Designed a dynamic interactive dashboard with 8 visuals and 4 slicers (by Region, State, Segment, Category, and Shipping Mode) to track 7 KPIs, and authored a formal Sales & Performance Analytics Report.
- **Tools:** Excel, Power Query, Power Pivot, Pivot Charts, Word.

Analyzing Customer Churn for Databel03/2025

Data Analysis Project | Excel-Based Reporting

- Analyzed a dataset of 6,687 customers (29 features) for a fictitious telecom provider, identifying a 27% churn rate due to competitive offerings.
- Conducted data cleaning (removing duplicates, handling missing values) and exploratory analysis using PivotTables.
- Developed an interactive Excel dashboard to visually showcase key insights and trends.
- **Tools:** Excel, Pivot Tables.

Twitter Data Model01/2025

Data Modeling Project | SQL & Database Design

- Designed and implemented a relational database schema tailored for a social media platform.
- Developed advanced SQL queries for efficient data retrieval, user engagement analysis, and performance optimization.
- Structured tables for Users, Tweets, Followers, Likes, and Profiles, enforcing data integrity constraints for robust data management.
- Optimized the database design to handle large datasets efficiently.
- **Tools:** SQL, Database Modeling.

EDUCATION

Master's Degree In Management Information Systems04/2023 – present

Lebanese University

Bachelor Of Business Administration In Management Information Systems09/2019 – 06/2022

Lebanese International University

WORK EXPERIENCE

Data Entry01/2022 – 03/2022

Smart Production LineLebanon

- Entering data into database software and checking to ensure the accuracy of the data that has been inputted
- Utilizing a work-adapted program for counting and Inputting
- Responding to information requests from authorized members

SKILLS

Microsoft Excel	<div></div>	Power BI	<div></div>
SQL	<div></div>	Tableau	<div></div>
Python	<div></div>	Data Visualization	<div></div>
ETL	<div></div>	Data Cleaning	<div></div>
DAX	<div></div>		