

Mohamed HagAli

| +966506728490 | moeali577@gmail.com | [LinkedIn](#) | [GitHub](#) | [Portfolio](#)

“Power BI, SQL, Excel and Python”

EXPERIENCE:

Tech Production Lead, Ansaf Alhulul Advertising, Riyadh

Jan 2024 - Jun 2025

- Led manufacturing operations and a technical team to improve quality, efficiency, and delivery times. Standardized workflows, increased output, and ensured products met strict quality and visual standards.

Creative Ops & Solutions Lead, Darya Design Advertising, Khartoum

Sep 2021 - Apr 2023

- Provided creative advertising solutions for corporate clients, led premium commemorative award Design and production for various events.

SKILLS:

Analytical Tools:

- Power BI
- Excel
- SQL

Programming:

- Python
- Problem Solving
- Algorithms & Data Structures

Data & BI:

- DAX
- Data Cleaning & Modeling
- Data Visualization

PROJECT Experience:

Superstore Sales Analytics Dashboard [Power BI | DAX]

Mar 2026

[GitHub Repo](#) | [Presentation Video](#) | [Live Dashboard](#)

- Designed a multi-page Power BI dashboard to analyze sales performance, profitability, discount impact, customer behavior, and regional trends using the Superstore dataset.
- Built a structured data model with organized DAX measures and dedicated views for executive summary, pricing analysis, product performance, customer purchase behavior, and regional analysis.
- Included KPI tracking, year-over-year comparisons, profitability insights, and map-based analysis to support data-driven business decisions.

E-Commerce Sales Analytics Dashboard [Power BI | DAX | Excel]

Jan 2026

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- Developed an end-to-end Power BI dashboard on multi-year e-commerce transactional data using a scalable star-schema model across customer, product, segment, location, ship mode, and calendar tables.
- Delivered executive-ready views for customer segmentation, top products, seasonal trends, shipping performance, and interactive filtering by segment, category, month, and year.

EDUCATION:

Arab Open University, Khartoum, Sudan.

Jun 2021 - Present

B.S., Information Technology & Computing

Sudan University of Science and Technology, Khartoum, Sudan.

Oct 2014 - Aug 2018

Diploma, Electrical, Electronic and Communications Engineering.

CERTIFICATIONS / TRAINING:

- Google Data Analytics Professional Certificate, Jan 2026. | [Link](#)
- Data Analysis & BI Training Camp, Tharaa Training, Feb 2026. | [Link](#)
- Forage Academy - Data Labeling Online Job Simulation, Mar 2026 | [Link](#)
- Deloitte Australia - Data Analytics Job Simulation (Forage), Mar 2026. | [Link](#)
- **Harvard CS50x certificate:** Introduction to Computer Science, Dec 2020. | [Link](#)

LANGUAGES:

- Arabic - Native or bilingual proficiency.
- English - Limited working proficiency.