Hala El-Huraiby
Data and Business Analysis Pioneer

Interests: painting, graphic design, chess

During her economics degree, Hala honed her analytical thinking skills through a quantitative microeconomics module on comparative advantage. She particularly enjoyed the challenge of analysing data and drawing meaningful insights, which sparked her interest in further exploration. This led to a SQL project where she performed data aggregations and learned essential techniques for handling data, including formatting, cleaning, and applying data quality measures.

Hala is continuously understanding the importance of automation in DevOps, learning how this enhances process efficiency and simplifies pipeline management. Project management tools like Jira are consolidating her capability of best practices as well as implementing an Agile approach in project development is how she ensure effective collaboration.

Work Experience / Personal Projects

Twitch Performance Analysis (ETA Project) | 2023

Skills used: data handling, data manipulation, aggregate functions, conditional filters.
Analysed the performance of 1000 twitch streamers to find trends within the data.

Flannels, Brixton | Sales Assistant | 2019 - 2021

She anticipated customer needs and provided quality customer service whilst upholding company standards. Actively stayed informed on latest sales offerings and accompanied customers through purchase.

Freelance tutoring | GCSE Core subject tutor | 2017 - Present

Provides private tutoring in GCSE Maths, Science and English Language. She caters to each individual student after highlighting their strengths and weaknesses. Guide students through exam papers for practice using key performance techniques.

Education

Goldsmiths, University of London | 2019-2022

BSc Economics with Marketing

Albany Beck Training

Programme Overview

SDLC, Cloud Computing – AWS Fundamentals, Linux Essentials, Git Basics, JIRA, Confluence. Business Analysis Practice, Requirements Engineering, Modelling Business Processes. Core Data Concepts, SQL, SQL Vs NoSQL, Normalisation, Data Modelling, OLTP & OLAP, Data Warehouse. Statistics, Visualisation, What If Analysis. Power BI, Visualisations, Data Sources, Worksheets, Calculations, Sorting, Filtering, Charts, Dashboards, Formatting, Forecasting, Trend Lines. Variables, Operators, Control Statements, Arrays & Functions, Packing & Unpacking, Slicing, Object Oriented Programming Concepts, Exception, Logging, Debugging, File Handling, NumPy and Pandas.