



HS Analysis Academy

HSA Company Profile 2025/2026

Shape your future. Empower your decisions.



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HS Analysis Academy

About HSA

HSA (Hiba Sayed Analysis) is a premier Training and consultancy company founded in 2024 by two seasoned experts with over 20 years of experience in the field for each one of them.

We specialize in delivering top-notch training in Data Analysis, Microsoft Office, Soft skills, Communication skills, and Customer Relationship Management (CRM).

At HSA, we are committed to empowering professionals with the skills and knowledge they need to excel in their careers.

Our comprehensive training programs and expert consultancy services are designed to meet the unique needs of each client, ensuring they achieve their professional goals.

Evolve with **HSA Academy**

Shape your future. Empower your decisions by diving into your data. Navigate the



numbers and discover insights. See the story in your data. Clarify the complex. Reveal the hidden. Let the data snitch on its owner, use the data to understand the current state and predict the Future State At our Analytic Academy we Empower

people to change the world with data



HSA Values



EXCELLENCE

WE STRIVE FOR THE HIGHEST STANDARDS IN EVERYTHING WE DO, ENSURING TOP-QUALITY TRAINING AND CONSULTANCY SERVICES.



INTEGRITY

WE OPERATE WITH HONESTY AND TRANSPARENCY, BUILDING TRUST WITH OUR CLIENTS AND PARTNERS.



INNOVATION

WE EMBRACE NEW IDEAS AND TECHNOLOGIES, CONTINUOUSLY EVOLVING TO MEET THE CHANGING NEEDS OF THE INDUSTRY.



EMPOWERMENT

WE ARE DEDICATED TO EMPOWERING INDIVIDUALS AND ORGANIZATIONS THROUGH EDUCATION AND SKILL DEVELOPMENT.



COLLABORATION

WE BELIEVE IN THE POWER OF TEAMWORK AND COLLABORATION, BOTH WITHIN OUR ORGANIZATION AND WITH OUR CLIENTS.

HSA Mission

Our mission is to provide exceptional training and consultancy services that enable professionals to enhance their skills and achieve their career aspirations. We are dedicated to delivering **high-quality, practical, and impactful learning experiences** that drive success and foster growth in the ever-evolving business landscape.



High-Quality



Practical



Impactful
learning
experiences

HSA Vision

Our vision is to become a leading Training and consultancy provider, recognized for our expertise, innovative approach, and commitment to excellence. We aim to create a world where individuals and organizations are equipped with the knowledge and skills they need to thrive in a dynamic and competitive environment.



A LEADING TRAINING AND CONSULTANCY
PROVIDER



CREATE A WORLD WHERE INDIVIDUALS
AND ORGANIZATIONS ARE EQUIPPED WITH
THE KNOWLEDGE AND SKILLS THEY NEED

HSA Services

HSA is a Wide range of Training Services with a very powerful in house and outsourced instructors which Help HSA to serve the clients in customizing any required training with different training modules, on client prim, on HSA Learning space, online, offline, hybrid, inside and outside Egypt and you can find hereunder the most popular services requested by HSA clients.

Data Analysis Training: Our comprehensive courses in Power BI and Excel BI are designed to enhance data analysis skills, providing participants with the tools and techniques needed to interpret and visualize data effectively.

Business Intelligence Training: Our specialized courses in Business Intelligence equip participants with the skills to transform raw data into actionable insights. Covering essential BI tools and strategies, these programs enable learners to build interactive dashboards, generate reports, and support data-driven decision-making across organizations.

Statistical Training for Non-Statisticians: Our practical courses are designed to simplify statistics for professionals without a technical background. Participants learn essential concepts, methods, and tools to analyze data, interpret results, and apply statistical thinking confidently in real-world decision-making.

CRM Training: Our in-depth training on Customer Relationship Management systems equips participants with the skills to manage customer interactions and relationships more effectively, boosting customer satisfaction and business success.

Microsoft Office Training: We offer a wide range of training programs covering all essential Microsoft Office applications, including Word, Excel, PowerPoint, and Outlook, to improve productivity and efficiency.

Soft Skills Training: Our courses are tailored to improve communication, leadership, teamwork, and other essential soft skills that are critical for personal and professional success.

Communication Skills Training: We provide specialized programs focused on enhancing both verbal and written communication abilities, essential for effective interaction in any business environment.

Consultancy Services: Our expert consultancy in Data Analysis helps businesses make informed decisions, optimize operations, and harness the power of data to drive growth and efficiency.

HSA Founders

Hiba Sayed



Business Intelligence Analyst | Consultant | HSA Founder

Hiba Sayed is a certified Microsoft Power BI data Analyst and Microsoft Excel Expert with more than 20 years of professional experience in transforming data, data cleansing, data quality, and presenting and visualizing data creatively. She is also talented in creating tailored courses and workshops.

Hiba founded HSA Analysis Academy in 2024 with Her Partner to provide high-quality, applied analytics Training and Consulting to clients around the world.

She mentored **+12,600** participants and delivered more than **10 courses** around 8 countries with different languages.

Career highlights include but not limited to:

- Master's in applied Statistics
- Diploma in Quantitative Method
- Microsoft Certified Data Analyst Using Power BI
- Certified Facilitating Virtual Training (ATD organization)
- Methods of Preparing Plans and Budgets Training (Leadership and Management Development Center)
- Instructor of the Year from EBI (Egyptian Banking Institute)
- Certificate of Appreciation from the Egyptian Banking Institute in appreciation of the contribution to achieving the Institute's vision
- Keynote Speaker in a 90-minute Inspiration Workshop at Egypt Airport Company (EAC) Development Committee
- BI Analyst in Integrated Management System Project at Egypt Airport Company (EAC) Development Committee
- 5+ projects in the field of pharmaceuticals and healthcare using Microsoft Power BI
- Many tailored courses for the banking sector
- Internationally certified in facilitating virtual training (ATD) Associate of Talent Development
- Master-Certified MCAS (Microsoft Certified Applications Specialist)
- E-commerce Analytic from Data to Decision (Google Digital Analytics)

- Training course for advanced statistical program (Central Agency for Public Mobilization and Statistics)

HSA Founders

Mostafa Aly



COO for one of the leading multinational Fintech and Consumer finance Group in the MENA region | professional business Consultant | HSA Founder

Mostafa Obtain His master's degree from RB College of the United Kingdom and he is certified Microsoft Power BI data Analyst and Microsoft Master of Excel with more than 24 years of professional experience in Business operations.

Mostafa founded HSA Analysis Academy in 2024 with His Partner to provide high-quality, applied analytics Training and Consulting to clients around the world.

Multifaceted Business operations professional with **24+ years** of experience including **20 years** of Training delivery and **16 years of management role** across different industries such as: **Fintech**, Consumer Finance, Telecom, BPO, FMCG, Home appliances, Medical, & Education.

Covering Various Business operations domains including **CRM, Back-Office, Credit, Collection, Booking, Activation, Fraud, Banking-Operations, PMO, Finance, Account management, Business Development, Customer excellence & HR.**

Experience in Areas of training and establishing call centers from Scratch and business analysis.

Deliver training for more than **4000 hours** and **12000 employees** and students (Egypt, KSA, Libya, Qatar) hybrid training module in different subjects: Microsoft Office, Soft Skills, Communication skills, Negotiation skills, Selling skills, CRM, quality, and all related operations training.

Our Clients

The hereunder list is a mixed between the founders freelance working period and HSA Current Projects

Company	
Banking Sector	Central Bank of Egypt
	National bank of Egypt (NBE)
	CIB Bank
	The united Bank
	Audi
	AAIB
	Almashreq
	Egyptian arab Land Bank
	ENBD
	QNB
	Alex Bank
	HSBC
	Banque Misr
	Bloom
The United Bank	
ABCD	

Company	
Oil & Gas Sector	Enppi
	Co.(Bapetco)
	Petrobel
	Gasco
	Gas and Oil
	PetroGulf Misr
	Sector
	MCS Oil
	Exxon Mobil
	TAQA Gas
ECHEAM Betrojet	
Trans Gas	
Company	
Hospitality	Ramses Hilton
	Hospitality ORASCOM Hotels &Development
	Sindbad Group

Company	
Others	British American Tobacco Elsewedy Transformers
	Atlas Copco.
	BiscoMisr
	ENTAG – Engineering Tasks Group
	Ford Foundation
	Lafarge Alstom
	mGovernment(United Arab Egyptian Airport Company General union Chambers of Gloria Ceramic
	Madinet Nasr Hosing and Marico
	Multinational Force & Observes National Steel Fabrication (NSF) B. TECH
	Egyptian Airports Company

Company	
Telecom	Mobinil
	Vodafone Egypt
	Etisalat
	Orange
	ORASCOM Telecom



HSA list of Courses

Microsoft Official Courses

1	MS Office Word® Level 1
2	MS Office Word® Level 2
3	MS Office Word® Level 3
4	MS Office Excel® Level 1
5	MS Office Excel® Level 2
6	MS Office Excel® Level 3
7	MS Office Access® Level 1
8	MS Office Access® Level 2
9	MS Office PowerPoint® Level 1
10	MS Office PowerPoint® Level 2
11	MS Office Outlook®
12	MS Office Visio®
13	MS Office Publisher®
14	MS Office OneNote®
15	MS Office InfoPath®
16	MS Project®

Tips & Tricks Series

1	Microsoft Excel® Tips & Tricks
2	Microsoft Word® Tips & Tricks
3	Microsoft PowerPoint® Tips & Tricks
4	Microsoft Access® Tips & Tricks
5	Microsoft Outlook® Tips & Tricks

Analysis Series

1	Managing and Analyzing Data using Microsoft Excel® PivotTables
2	Creating Visual Reports (Dashboard) By Using MS Excel® Level 1
3	Creating Visual Reports (Dashboard) By Using MS Excel® Level 2
4	Microsoft Excel® Power Curve (Charts and Visuals)
5	Microsoft Excel® Statistical Functions in depth
6	Analyzing Data Using Microsoft® Excel BI (The 4 P's)
7	Microsoft Excel® Business Modeling and Data Analysis Level 1
8	Microsoft Excel® Business Modeling and Data Analysis Level 2
9	Advanced Excel for Accounting and Finance

Social Media

1	Google Digital Analytics Fundamentals
2	Social Media Marketing



HSA list of Courses

Tailored For Business	
1	Microsoft® Office SharePoint Integration With MS Office
2	Microsoft Word ® For Business Needs
3	Integrating ALL Microsoft Office® Applications
4	Developing, Implementing, and Using Winning KPIs
5	Data Visualization Using Info graphics Techniques
6	Integrate Microsoft Visio With Excel,MS Project,Onenote and Sharpoint
7	Presenting Data Using Prezi and Focusky

Soft Skills Courses	
1	Communication Skills
2	Presentation Skills
3	Effective meetings
4	Business Writing
5	Report Writing
6	Teamwork
7	Time & Stress Management
8	Negotiation Skills
9	Telephone Skills
10	Effective Sales Presentation Skills
11	Sales Foundation Skills
12	Sales Planning & Management
13	Customer Facing Skills
14	Customer Relationship Management
15	Training of Trainers (TOT)
16	Building High Performance Teams
17	Supervisory skills
18	Change Management
19	Strategic Planning
20	Effective management
21	Leadership Skills
22	Decision-making and problem solving
23	Coaching & Staff Development Skills
24	Empowerment & Delegation Skills
25	People Management



HSA list of Courses

Applied Statistics	
1	Stages of statistical work
2	Form ans Questionnaire design
3	Methods and methods of collecting statistical data
4	Statistical analysis using SPSS
5	Methods and methods of presenting statistical data
6	Basic statistical metrics
7	Introduction to samples
8	Simple linear correlation and decay
9	Attachment and multilinear decline
10	Introduction to probability distributions
11	Introduction to probability theory
12	Standard numbers
13	Time series
14	Fundamentals of writing statistical reports and conducting presentations
15	Statistical hypothesis tests
16	Quality of statistical data
17	Statistical analysis using ready-made software packages
18	Transportation models to reduce costs

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**Hiba Sayed
Analysis Academy**



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facebook.com/HibaSayedDataAnalysis



Watch me on
youtube.com/@HibaSayed