

# Abubakar

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## Technical Skills

**Programming & Scripting:** Python (Pandas, NumPy, Matplotlib, Seaborn, SciPy, Scikit-Learn), SQL (MySQL, PostgreSQL, SQL Server), R (ggplot2, dplyr, tidyr)

**Data Visualization & BI Tools:** Tableau, Power BI, Matplotlib & Seaborn (Python), Excel (Pivot Tables, VLOOKUP, Macros)

**Database Systems & Management:** MySQL, PostgreSQL, MongoDB, Google BigQuery

**ETL & Data Wrangling:** Data Cleaning & Transformation, Web Scraping (BeautifulSoup, Scrapy), API Data Extraction, Apache Spark

**Cloud & Big Data Technologies:** AWS (Redshift, S3, Lambda), Google Cloud Platform (BigQuery, Dataflow)

## Education

### University of Windsor

*Master of Applied Computing, Computer Science*

Windsor, Ontario

2025

## Experience

### SwifSol

*Data Analyst*

Remote

Dec 2023 – Aug 2025

- Analyzed large datasets to generate actionable insights, improving marketing ROI by 30%.
- Developed automated dashboards in Power BI/Tableau, streamlining reporting for stakeholders.
- Optimized pricing strategies using predictive analytics, increasing sales conversion rates.
- Conducted A/B testing for marketing campaigns, identifying key drivers for customer engagement.
- Implemented data pipelines with SQL and Python, reducing data processing time by 50%.
- Enhanced customer segmentation models, boosting targeted campaign effectiveness.
- Collaborated with cross-functional teams to improve supply chain efficiency through data-driven forecasting.

## Projects

### Customer Shopping Behaviour Analysis — Python, SQL, Tableau

Nov 2025

- Analyzed 235K+ accident records, identifying trends by severity, weather, time, and location.
- Generated insights for improving customer retention and marketing focus.
- Visualized insights using Tableau, enabling the marketing team to implement targeted campaigns.

### US Traffic Accidents Analysis — Python, SQL (BigQuery), Tableau

July 2025

- Conducted A/B testing on email marketing campaigns to determine the most effective messaging and timing.
- Cleaned and processed data using Python (Pandas) and SQL queries.
- Built Tableau dashboards for state-wise and hourly accident insights.

### British Airways Review — Tableau

Dec 2024

- Analyzed customer review data to identify key sentiment patterns and service-quality insights.
- Built an interactive Tableau dashboard with dynamic KPIs (food, staff, cleanliness, entertainment).
- Enabled stakeholders to explore review trends by month, aircraft type, and route.

## Certifications

### Google Data Analytics (*Coursera*)

2025

### Learning Hadoop (*LinkedIn Learning*)

### Apache Spark Essential Training (*LinkedIn Learning*)