

Ahmad Azari

An experienced data analyst excited about delivering customer-centric products.

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[LinkedIn](#)

[Portfolio](#)

Education

MA in International Affairs

2019 –2021

Boston University | Boston, MA

Research Projects – Renewable energy grand strategy for fossil fuel exporting states.

BS in Chemical Engineering & Chemistry

2014 –2018

American University of Sharjah | Sharjah, UAE

Research Projects – Carbon Capture & Waste to Energy Technologies

Professional Experience

Data Operations Associate • Solstice | Boston, MA

June 2021 – Sept 2022

- Translated customer data into business actions/priorities and provided meaningful insights to the product, marketing, customer success and sales teams.
- Build and improved an automated 3rd party channel invoicing system, improving data hygiene which saved the company \$50,000 in 5 months, lowered CAC by 6 %, and eliminated the sales team's 16 hours of work/month.
- Owned the deployment of automated texting service which boosted customer retention rate by 40% through A/B tests.
- Creating and maintain business performance metrics dashboards for the sales, marketing and customer success teams focusing on 3rd party channel revenue, conversion rate by channel, customer retention and Customer Acquisition Cost.
- Built an automated commission calculation, which reduced the commission performance release to sales teams from 3 months to weekly, while eliminating 10 hours of work/month.
- Responsible of generating deep dive for weekly and monthly performance reports for operations, sales, marketing, customer success and product teams.
- Conducted competitive market research in new geographies for the release of Renewable Energy Credits (REC) products
- Experienced with writing SQL queries for large datasets and data visualization

Clean Energy Data Analyst • BW Research Partnership | Boston, MA

Mar 2021 – June 2021

- Responsible for generating deep dive weekly/monthly reports for our clients.
- Build and modeled off-shore wind energy generation in the Gulf of Mexico for our clients.

Key Projects

Regression Modeling for Marketing Investments ([link](#))

- Conducted data clean up on sales and marketing data for a client using Python (Pandas, Numpy, Seaborn and Scipy.Stats)
- Generated regression model to allocate best sales strategies which included return on investments.

E-Commerce Sales Data Visualization

- Conducted data clean up and performed RFM (recency, frequency, monetary) analysis to determine quality of customers.
- Created a Tableau visualization for the sales team. ([Dashboard 1](#), [Dashboard 2](#))
- Generated a Tableau visualization for the Maven Data Visualization Challenge. ([Dashboard](#))

Skills & Certifications

Certificates: Scrum Master • Software Product Management • Real-World Product Management

Software: SQL • Salesforce • Jira • Microsoft Excel (Macros, Pivot Table, Vlookup) • STATA • Tableau • Python • R • Trello • BigQuery • Google Analytics • Amplitude • Spark • Looker

Proficiencies: Agile • Business Analytics • Market Research • Market Planning • Regression and Statistical modelling • Data wrangling and clean up • Strategy Planning • Cost Benefit Analysis • Pricing Strategy • Risk Management • Data Visualization and Communication • Research and Analysis (Qualitative and Quantitative) • A/B Hypothesis testing • Product and Marketing Strategy • Product Personas and Road mapping • Presentation and Public Speaking • Arabic (Fluent) • Farsi (Intermediate)

Strengths: *Gallup's Strengthsfinder Top 5:* Analytical ▪ Significance ▪ Strategic ▪ Discipline ▪ Focus