

# 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 – July 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 3<sup>rd</sup> 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 3<sup>rd</sup> 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