Ali Raza

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| LinkedIn | Portfolio

EDUCATION

University of Calgary – Master of Data Science and Analytics (GPA 3.9)	**January 2022- August 2023**
University of Calgary – Bachelor of Arts, Major in Economics	**September 2018 – December 2021**

Relevant Courses: Computer Application with Excel, Computer Application Python, Econometrics, Cost-Benefit Analysis, Fundamentals of Corporate Finance, DATA 603 Statistical Modelling, DATA 601 Working with Data and Visualization, Data 604 Big Data Management, Data 602 Statistical Data Analysis

CERTIFICATIONS & SKILLS & AWARDS

Certifications: SQL for Data Science by UC DAVIS, Big Data Foundations 101 by IBM
Skills: Python, SQL, Excel, Matplotlib, Pandas, NumPy, Tableau, STATA, R Studio, Power BI, Microsoft 365, Apache Spark, JIRA
Scholarships/Awards: Lloyd Christenson Scholarship Award 2017, ACAC Men's Basketball Rookie of the Year (2015-2016), USPORT Men's Basketball 2019 finalist, CW championship 2019, Toronto Raptors Wayne and Theresa Embry Fellowship Candidate

PROFESSIONAL EXPERIENCE

Data Science Summer Student	**May 2023 – October 2023**
Alberta Securities Commission	*Calgary, AB*

- Collaborated and contributed with the data science teams ongoing data analysis initiatives focusing on building a report on private market outcomes with the goal to support investor education and policy development through utilizing tools such as Python, Excel, SQL and Tableau for data manipulation, collection, cleaning, and visualization
- Demonstrated proficiency in data gathering by leveraging Google and Bing search APIs to acquire information for private issuers, leading to an impressive 30% enhancement in data accuracy, additionally utilized Tableau for comprehensive analysis of private markets and their outcomes
- Designed, normalized, and deployed an SQLite-based relational database system, constructed views, executed queries using SQL, and enhanced data accessibility, leading to optimized workflow efficiency

Apple Specialist	**October 2022 – January 2023**
Apple	*Calgary, AB*

- Delivered meaningful personalized customer solutions through product knowledge in an invigorated work environment which consisted of constant personal interactions with around 100-300 customers a day
- Collaborated with management and the business professional team with goals towards growing potential customers for Apple by analyzing, interpreting, and sharing feedback from Business NPS to continually improve the customer experience resulting in an increase in customer satisfaction rates upwards of 22%

PERSONAL PROJECTS

NBA Exploratory Data Analysis Project / Report

- Performed data analysis on an NBA data set aggregated from the past 10 seasons (2012-2022), with the intent to find which players stats are highly correlated with each other, distribution of minutes compared to regular season and playoffs and how has the game changed over the past 10 seasons
- Concluded from our analysis help prove that NBA players are making more plays on the perimeter hence the increase in 3pt shot attempts/Pts per game and that possession per 48 mins seem to decrease more in the playoffs than regular season showing that the pace of play does slow down during the playoffs

Skincare Recommender System

- Built a skincare recommender system with the goal creating a personalized skincare routine which takes account factors from the users such as their skin type, skin concerns and key ingredients
- Collected data from the Sephora skincare website via webscraping accumulating essential key features such as ratings, ingredients, and products that the algorithm will base its recommendations for the users
- Implemented a K-Nearest Neighbors (KNN) model to filter and calculate the Euclidean distance from the top-rated product, resulting the top 5 personalized skincare recommendations for each product category. Created and deployed a streamlit web application through creating a Docker image and hosted on Google Cloud Platform's Container Registry

VOLUNTEERING EXPERIENCE

University of Calgary Mental Health Campaign	**September 2019 – April 2023**
Student-Athlete Advocate	*Calgary, AB*

- Represented the campaign with the use of social marketing throughout campus, with the message of encouraging students and athletes to seek counselling and guidance to deal with mental health and social anxiety issues
- Promoted the breakdown of stigma associated with mental health issues in sports through workshops, panel discussions, and athlete testimonials, actively contributed to breaking down the stigma associated with mental health issues in sports, fostering an environment where athletes felt comfortable seeking help and support for their well-being.