Nader Hedfi

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EDUCATION

Concordia University   Montréal, QC
Bachelor of Commerce in Business Technology Management   *Sep. 2021 – Dec 2024*

Université de Saint Boniface   Winnipeg, MB
Diploma in Business Administration, Major in Marketing   *Sep. 2014 – Jul 2017*

EXPERIENCE

Data Analyst   May 2024 – Present
McGill University - Media Ecosystem Observatory   *Montréal, QC*
- Developed an LLM-based classifier with OpenAI API, improving labeling and reducing manual triage by 60%
- Cleaned and validated large scraped datasets, resolving duplicates, formatting issues, and anomalies using regex
- Improved data accuracy by 30% by leading the design and implementation of a multi-step verification process
- Built a custom schema to structure and manage unstructured data, streamlining its transformation and analysis
- Used scikit-learn and NLTK to analyze user reports data through topic modeling, revealing key emerging themes

Teaching Assistant   Jan. 2024 – Dec 2024
Concordia University - John Molson School of Business   *Montréal, QC*
- Led weekly tutorials to 130+ students on data visualization (Power BI, DAX), ERD design, and SAP systems
- Developed learning materials that boosted student engagement and improved assignment performance
- Graded assignments and exams ensuring consistency, integrity, and prompt feedback

Sales Analytics Associate   Oct 2021 – Oct 2023
Canada Life Asset Management   *Montréal, QC*
- Built and maintained Tableau dashboards to monitor sales, spot trends, and find new outreach opportunities.
- Analyzed Salesforce data to find lead conversion patterns, helping boost qualified leads by 42% and exceed sales goals by 21%
- Supported targeted email campaigns by leveraging insights and A/B testing to optimize messaging and engagement
- Partnered with stakeholders to turn data insights into strategies that enhanced performance and guided decisions
- Wrote an 8-page paper and gave multiple presentations on-campus
- Presented virtually to the World Conference on Computational Intelligence

PROJECTS

Tech-Consulting Pro-Bono | *Django, React, SQLite, Lucidchart, Figma*   Jan 2024 – Apr 2024
- Consulted a local business to improve its information system, following the full SDLC lifecycle
- Conducted stakeholder interviews and documented functional/non-functional requirements
- Mapped current workflows and future-state systems using UML and DFD diagrams in Lucidchart
- Led system design and implementation efforts, building a working prototype with Django, React, and SQLite
- Delivered final recommendations and interactive prototype; received client approval and an A+ grade

Customer Churn Root Cause Analysis | *Python, Pandas, Seaborn, Scikit-learn, Plotly*   Dec 2024 – Dec 2024
- Explored customer churn data to identify key drivers of attrition through EDA and clustering
- Uncovered at-risk segments based on demographics, service usage, and contract types
- Used unsupervised learning to cluster customers by location, behavior, and product mix
- Recommended targeted interventions based on payment methods, service bundles, and churn-prone regions

TECHNICAL SKILLS

Programming Languages: Python, SQL (Postgres, MySQL), HTML/CSS, R
Libraries: Pandas, NumPy, Scikit-learn, mlxtend, NLTK, RegEx, Seaborn, plotly, Matplotlib, BeautifulSoup, Selenium
Developer Tools: Git, Docker, AWS, GCP, Snowflake, Alteryx, Apache Airflow
Visualization: Power BI, Tableau, Looker