

Nader Hedfi

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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
- Presented virtually to the World Conference on Computational Intelligence

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, Snowfalke, Alteryx, Apache Airflow

Visualization: Power BI, Tableau, Looker

VOLUNTEERING

VP Academics

May. 2024 – May 2025

JSBA - John Molson Supply Chain and Business Technology Association

Montréal, QC

- Organized 8+ skill-building workshops on data analytics, ERP systems, prompt engineering, AI and Celonis
- Co-chaired the annual conference, curating panels on Data, AI, cybersecurity, and digital transformation

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

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