

Murad Ahmed, MMath, MA

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OVERVIEW

- Two years as a data analyst with a Canadian firm, focusing on survey research data analytics.
- Dual master's in political science (UBC) and statistics (UWaterloo).
- Proficient in SQL, Python, R, and Power BI for statistical data analysis and data science.
- Led end-to-end management of data and research projects, working with clients and vendors.

ANALYTICAL EXPERIENCE

Data Analyst (Freelance)

Jan 2024 - Present

(Fashion Brand Marketing) • Toronto, Ontario

- Analyzed marketing campaign performance metrics through Python-driven A/B testing.
- Transformed data into actionable insights and reports with Power BI visualizations.

Market Research Data Analyst

Jan 2022 - Sep 2023

GlobeScan (Market Research Firm & Consultancy) • Toronto, Ontario

- Collaborated with cross-functional teams to create interactive dashboards using a tool comparable to Power BI, capturing key business performance metrics.
- Employed statistical analysis (hypothesis testing, regression analysis, etc.) to provide insights.
- Executed regular and ad-hoc survey data retrieval, analysis, and manipulation using statistical tools such as SPSS, R, and advanced Excel functions like pivot tables and VLOOKUPS.
- Utilized SQL to query, manage, and consistently refresh client and stakeholder databases.
- Encompassed survey design, programming, deployment, data analysis, and the generation of PowerPoint reports and executive summaries to inform clients and senior management.
- Implemented process improvements by creating a VBA Macro cutting data analysis from 1 hour to <5 minutes and designing a streamlined R Shiny app for efficient survey coding.

Graduate Teaching Assistant

Sep 2019 – Apr 2021

University of Waterloo • Waterloo, Ontario (Sep 2019 – Aug 2020)

The University of British Columbia • Vancouver, British Columbia (Sep 2020 – Apr 2021)

EDUCATION

Master of Arts in Political Science

Sep 2020 - Aug 2021

The University of British Columbia • Vancouver, British Columbia

Master of Mathematics in Statistics

Sep 2019 - Aug 2020

University of Waterloo • Waterloo, Ontario

Bachelor of Science in Statistics

Sep 2014 - Jun 2018

Cairo University • Giza, Egypt

TECHNICAL SKILLS

- **Statistical & Research:** SPSS, Minitab, Q Research, MarketSight, Qualtrics, Confront
- **Programming:** Python (NumPy, Pandas, Matplotlib, Seaborn, Scikit-learn), SQL (MySQL, Postgres), R/R Studio, VBA scripting, SAS programming
- **BI & Analytics Tools:** Excel (VLOOKUPS/pivot), Power BI, Tableau, SAP Success Factors.