

Waleed Ahmed

Data Analyst

waleedahmed.ca
hello@waleedahmed.ca
linkedin.com/in/waleed-ahmed
github.com/TRAP33ZOID
Toronto, ON, Canada
437-450-9195

RELEVANT EXPERIENCE

Product Analytics Lead — *ZoidAI* — Sept 2025 - Present

- Designed and implemented SQL-based analytics infrastructure to track **500+ daily transactions** across call logs, credit usage, and customer activity, enabling data-driven product decisions for multi-tenant SaaS platform
- Built executive dashboards using PostgreSQL queries to monitor **key business metrics** including customer acquisition costs, monthly recurring revenue, usage patterns, and churn indicators for **5+ active clients**
- Developed automated **financial reporting system** tracking revenue attribution, cost per call, and margin analysis using Stripe webhooks and custom SQL views, reducing manual reporting time by **70%**
- Performed cohort analysis and usage pattern segmentation to identify high-value customer behaviors, informing pricing strategy adjustments that improved customer retention by **25%**

Data Analyst Intern — *Riipen* — Nov 2023 - Dec 2023

- Developed insurance policy visualization platform using Python (pandas, NumPy) to process and analyze **thousands of policy records**, identifying coverage gaps and risk patterns across **multiple product lines**
- Built **interactive Tableau dashboards** for senior stakeholders to explore policy performance metrics, claim ratios, and customer demographics, supporting data-driven underwriting decisions
- Conducted statistical modeling and hypothesis testing to evaluate policy pricing strategies, presenting findings that informed **pricing optimization** for high-risk segments

Analytics & Modeling Intern — *Iki Design Studio* — Jan 2024 - Apr 2024

- Designed and built financial modeling web application using Python Flask APIs and React, enabling clients to perform scenario analysis on **revenue projections and expense forecasting**
- Developed data visualization dashboards with Chart.js to display **key financial metrics** including burn rate, runway, and cash flow projections, supporting strategic planning for **3+ client projects**
- Implemented RESTful APIs to deliver real-time financial data calculations, integrated with AWS S3 for secure storage of **client financial datasets**

TECHNICAL PROJECTS

Marketplace Analytics Dashboard — *Python, PostgreSQL, Tableau* —

- Built end-to-end analytics platform to analyze **ride-sharing marketplace dynamics** using simulated transaction data, tracking driver earnings, ride completion rates, and demand patterns across time periods
- Designed PostgreSQL database schema with **star schema** for efficient OLAP queries, implementing indexes and materialized views to optimize query performance for **reporting workloads**
- Created automated SQL pipelines to calculate **driver earnings metrics**, surge pricing impact, and marketplace balance indicators, generating daily reports for operational monitoring

PROFESSIONAL SUMMARY

Data analyst with hands-on experience building analytics infrastructure, financial reporting systems, and executive dashboards for high-growth environments. Skilled in SQL, Python, and data visualization tools with a proven track record of translating complex data into actionable insights for cross-functional stakeholders. Strong attention to detail with expertise in marketplace analytics, financial modeling, and developing automated processes to reduce manual reporting overhead. Passionate about using data to drive product decisions and optimize business performance in dynamic, fast-paced settings.

SKILLS

Data Analysis & SQL

SQL (PostgreSQL, query optimization), Python (pandas, NumPy, scikit-learn), Excel (pivot tables, VLOOKUP, data modeling), Statistical Analysis

Data Visualization & BI

Tableau, Chart.js, matplotlib, seaborn, Dashboard Development, Data Storytelling, Executive Reporting

Database & ETL

PostgreSQL, Database Design, Star Schema, Materialized Views, ETL Pipelines, Data Cleaning, Data Transformation

Financial & Business Analytics

Financial Modeling, Revenue Analysis, Cost Attribution, KPI Tracking, Cohort Analysis, Budget Reconciliation, Margin Analysis

Statistical Methods

Hypothesis Testing, Regression Analysis, Confidence Intervals, A/B Testing, Predictive Modeling, Feature Engineering

EDUCATION

Bachelor of Computer Engineering —
Toronto Metropolitan University — May 2026

Diploma of Data Science — *Lighthouse Labs* — Oct 2023