

Abdullah Naeem

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EDUCATION

Simon Fraser University

BSc, Data Science major, Minor in Computer Science

Burnaby, BC

September 2021 – June 2025

- Department of Statistics and Actuarial Science Award recipient: March 2024

EXPERIENCE

Ocarina Studios

Data Analyst

Burnaby, BC

January 2025 – April 2025

- Implemented end-to-end **Python** pipelines involving data cleaning, transformation, modelling, and visualization that replaced manual **Excel** workflows and improved efficiency by 40%.
- Elicited and documented business and user requirements with marketing, CRM, and product teams; translating high-level business objectives into actionable analytical specifications for campaign decision-making.
- Conducted **time-series analysis** to estimate customer lifetime value and forecast churn rate trends, informing budget allocation decisions and enhancing data literacy.
- Optimized **SQL** queries using advanced joins, improving data quality by 60%.
- Developed dashboards using **Tableau** to track ad campaign results, delivering useful insights to a group of 5 stakeholders.

Statistics Canada

Statistics Analyst Intern

Montreal, Canada

January 2023 – April 2023

- Analyzed existing manual business processes for record matching and address parsing and proposed automated solutions using **Python** and **Regex**, leading to a 25% decrease in manual reporting efforts.
- Wrote detailed system-level requirements and test cases that improved internal platform matching accuracy by 15% and reduced storage costs by 40% on **Azure**, adding workflow efficiency.
- Improved an address parsing tool by using **Regex** to successfully identify 365,000+ incorrect formats, boosting the tool's overall accuracy and enhancing data quality by 60%.
- Utilized **Confluence** to provide updates on project deliverables while following strict agile development methodologies.

Data Science Student Society

Director of Events

Burnaby, BC

April 2022 – April 2025

- Elected as Events Director with 61.3% of votes in a departmental election, demonstrating strong peer recognition of leadership.
- Organized 5+ events and workshops for undergraduate students, including discussion panels with industry professionals and hackathons, strengthening student engagement and enhancing learning opportunities.
- Tracked and analyzed event ticketing and attendance data using **Excel**, optimizing promotion strategies and improving turnout.

PROJECTS

Customer Churn Prediction | Python, Scikit-Learn, Seaborn | [Link](#)

- Followed the data analysis pipeline using **scikit-learn** and **SciPy** to build a churn prediction model for a telecommunications company using supervised machine learning methodologies, achieving a 90% accuracy score on test data.
- Performed feature engineering and customer behaviour analysis to identify key churn drivers, supporting loyalty and retention strategies.

ICBC Vehicle Prediction Model | Python, R, Power BI, Pandas, Scikit-Learn | [Link](#)

- Developed an end-to-end **Python** pipeline to clean, analyse, and visualize results from 10,000+ vehicle records published by ICBC, enabling predictive classification of EV vs non-EV vehicles.
- Designed an interactive dashboard in **Power BI** to filter and forecast EV adoption trends, supporting initiatives in sustainability and policy planning.

SKILLS

Languages: Python, R, SQL, MATLAB, HTML, CSS, JavaScript

Technologies: Azure, Pandas, NumPy, SciPy, Scikit-Learn, PySpark, PyTorch, React, Node.js, Tailwind, Vite

Tools: Git, Hadoop, Power BI, Excel, Tableau, GitHub, Jupyter, Slack, RStudio, Firebase, Google Analytics 4

Methods: A/B Testing, Time Series Analysis, Hypothesis Testing, Classification, Regression