

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

University of British Columbia

BA, Computer Science major

Vancouver, BC

September 2020 – August 2021

EXPERIENCE

Ocarina Studios

Data Analyst

Burnaby, BC

January 2025 – April 2025

- Analyzed user behaviour data collected from ironSource and Google Analytics 4 for a mobile game startup.
- Implemented a Python pipeline to clean, transform, and analyze data collected over a 6-week period during a game testing and market research phase, supporting the studio's launch strategy for a new mobile game.
- Performed time series analysis to estimate customer lifetime value and forecast churn rate trends, providing actionable insights to guide budget allocation and design future ad campaigns.
- Proposed user segmentation strategies and stopping rule thresholds to support CRM and marketing optimization goals.

Statistics Canada

Statistics Analyst Intern

Montreal, Canada

January 2023 – April 2023

- Performed a compression analysis on a variety of file types in Python, achieving a 40% reduction in file sizes, which improved workflow efficiency and lowered cloud storage costs.
- Resolved issues in the internal StatsCan record matching platform (CanSIS) related to repeated record identifiers, improving matching accuracy by 15%.
- 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.

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 at SFU, including discussion panels with industry professionals and hackathons, helping to strengthen community engagement and enhance student learning opportunities.
- Developed targeted outreach strategies that doubled event attendance, contributing to increased student interest in the Data Science program.

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 Gradient Boosted Trees, achieving a 90% accuracy score on test data.
- Focused on customer behaviour analytics to support loyalty strategies by identifying key predictors of churn such as monthly bill, data usage, call length, and call frequency.

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

- Developed a data pipeline using Python and Power BI to clean, analyse, and visualize results from 10,000+ vehicle records published by ICBC, enabling predictive insights into vehicle type classification.
- Constructed an interactive Power BI dashboard that enables stakeholders to filter and forecast EV adoption trends, supporting ICBC's initiative in sustainability and policy planning.
- Achieved an AUC score of 0.87 with Random Forests, demonstrating strong predictive accuracy during modelling.

TECHNICAL SKILLS

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

Technologies: Pandas, NumPy, Scipy, Scikit-Learn, Matplotlib, Spark, Hadoop, React, Node.js, Tailwind, Vite, Azure, AWS

Tools: Power BI, Tableau, Plotly, Git, Github, Jupyter, Jira, Slack, MySQL, SQLite, Firebase, Google Analytics 4

Methods: Time Series Analysis, Hypothesis Testing, Classification, Regression