

Abdo Nayfeh

 [abnayfeh.github](https://github.com/abnayfeh) |  abnayfeh@uwaterloo.ca |  +1-519-221-0585

SUMMARY

BMath graduate skilled in data cleaning, modeling and visualization. Passionate about turning complex data into actionable business insights to support data-driven decision-making.

SKILLS

Languages: SQL, Python (pandas, matplotlib)
Analytics & BI Tools: Tableau, SQLite, Excel (Pivot Tables, lookups)

PROJECTS

Customer Retention & Churn Analysis

 [Visit Dashboard](#)  [GitHub Repo](#)

- Built cohort-based customer and revenue retention metrics from **~1M** rows of raw transactional data, defining churn windows and monthly retention metrics using **Python** and **SQLite**.
- Built an executive-style dashboard in **Tableau**, including customer and revenue cohort heatmaps, churn-over-time trends, and repeat-customer KPIs.

E-Commerce Analytics Dashboard

 [Visit Dashboard](#)  [GitHub Repo](#)

- Built a multi-page Tableau dashboard analyzing **~100K+** e-commerce orders to assess revenue growth, customer segmentation, and operational performance.
- Cleaned and joined transactional data using **Python (pandas)** and applied Tableau LOD expressions to model customer-level KPIs and surface actionable insights.

EDUCATION

University of Waterloo, Honours Bachelor of Mathematics

Relevant Coursework: Statistics, Data-Intensive Distributed Analytics, Databases, Management Information Systems, Applications Software Engineering, and Interpersonal Communication.

WORK EXPERIENCE

Supervisor

October 2015 – December 2019

Baskin Robbins, Cambridge, ON

- Supervised daily store operations, including staff scheduling, cash handling, and inventory.
- Trained new hires on daily tasks, POS systems, and customer service standards.
- Took and fulfilled customer orders while resolving issues in a fast-paced environment.

PROFESSIONAL DEVELOPMENT

Microsoft Power BI Data Analyst Associate (PL-300) (In process)

Skills: Power BI, DAX, data modeling, data transformation, visualization design, business insights.

LinkedIn Learning – Intermediate SQL: Data Reporting and Analysis (In process)

Skills: Data Analysis, Data Reporting, SQL.