

# Abdo Nayfeh

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## SUMMARY

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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

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**Languages:** SQL, Python (pandas, matplotlib)

**Analytics & BI Tools:** Tableau, SQLite, Excel (Pivot Tables, lookups)

## PROJECTS

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### 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

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### 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

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### Supervisor

*Baskin Robbins, Cambridge, ON*

October 2015 – December 2019

- 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

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### 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.