

Abdo Nayfeh

 abnayfeh.github |  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)

WORK EXPERIENCE

Data Science, Intern

Snowflake, Toronto, ON

July 2025 – September 2025

- Collaborated with senior data scientists to design and implement predictive models
- Cleaned, joined, and analyzed large datasets in Snowflake's cloud platform to generate actionable insights for business performance reviews
- Built interactive dashboards in Tableau to visualize KPIs, trends, and anomaly detection results for internal stakeholders

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.

PROFESSIONAL DEVELOPMENT

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

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