

Abdo Nayfeh

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SUMMARY

Recent University of Waterloo Mathematics graduate, skilled in SQL, Python, Excel, and Tableau, with hands-on experience cleaning data, building dashboards, and supporting data-driven business insights.

EDUCATION

University of Waterloo, Honours Bachelor of Mathematics, Minor in Computing

Relevant Coursework: Statistics, Databases (SQL), Algorithmic Problem Solving (Python), Data-Intensive Distributed Analytics, Business in North America, Interpersonal Communication.

ANALYTICS & BUSINESS INTELLIGENCE PROJECTS

Customer Retention & Churn Analysis

 Visit Dashboard  GitHub Repo

- Built cohort-based customer and revenue retention metrics from ~1M transactional records using **Python** and **SQLite**, defining churn windows and monthly retention, and visualized insights in a stakeholder-ready **Tableau** dashboard supporting retention and repeat-purchase analysis

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.

WORK EXPERIENCE

Supervisor, Baskin Robbins, Cambridge, ON

Sep 2015 – Jan 2019

- Oversee daily store operations, including staff scheduling, cash handling, and inventory.
- Trained new hires on daily tasks, POS systems, and customer service standards.

Purchaser, Patriot Source 1 (Crown Metal Packaging), Milton, ON

Oct 2013 – Aug 2015

- Managed Just-In-Time inventory replenishment using AS400 to support production operations.
- Coordinated supplier logistics, recycling pickups, and maintained accurate inventory records.

PROFESSIONAL & ACADEMIC ENGAGEMENT

Juno College of Technology

Web Dev & Accelerated JavaScript: HTML, CSS, JavaScript, REST APIs, asynchronous JavaScript.

Math 135 Peer Tutor, University of Waterloo

Assisted first-year students in Math 135 with problem-solving and concept clarification.

SKILLS

Languages: SQL, Python (Pandas, Matplotlib, NumPy), JavaScript, HTML, CSS.

Analytics & Tools: Tableau, Excel (Pivot Tables, lookups), SQLite, Git/GitHub, Copilot.