

Abdo Nayfeh

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SUMMARY

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

EDUCATION

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

Relevant Coursework: Statistics, Databases (SQL), Algorithmic Problem Solving (Python), Numerical Computation, Data-Intensive Distributed Analytics, Object-Oriented Programming (C++).

SKILLS

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

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

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.

SaaS Revenue & Churn Analytics (Excel / Power Query)

[GitHub Repo](#)

- Built a customer-month **MRR** and **churn** model in **Excel (Power Query)** with pivot-table dashboards to monitor revenue performance.

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.

PROFESSIONAL DEVELOPMENT

Juno College of Technology

Skills: HTML, CSS, JavaScript, REST APIs, asynchronous JavaScript.

Microsoft Power BI Data Analyst Associate (PL-300)

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