ATHER QURESHI

SOFTWARE ENGINEER | BUSINESS INTELLIGENCE
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Skills

- **Languages**: Python, Java, SQL, SAS, Ruby, Shell, JavaScript, HTML, CSS
- **Extensive experience**: Data warehousing, SQL Tuning, Jira, OO Programming, Tableau, Git

Experience

Bell Canada | Data Engineer

September 2017 – Present | Toronto, ON

- Primary data engineering team that manages over 6 Petabytes of data with over 150+ attributes per customer
- Lead data engineer for campaign tool (SMS, Email, Inbound/outbound calls) – 80M Offers Per Year
    - Refactored back-end for these processes from the ground up (5000+ LOC)
    - Sped up runtime by 200%, decreased server load by 150%, and halved development time for future developers to bring in new data ($3M+ benefit)
    - Built contingencies if data sources for processes failed, and alert system for clients to stop campaigns
- Integrated Small Business data (with Dun and Bradstreet) into our data warehouse to create a list of prospects (80K) for outbound marketing and bring in more firmographic data per business account.
- Created Tableau dashboards and SAS macros to assist production in moderating over 8000 Jobs
- Part of the Bell's BI Graduate Leadership Program | **TalentEgg Best Grad Program of 2016**

Grahn Lab | Computer Programmer

September 2016 – April 2017 | The Brain and Mind Institute, London, ON

- Assisted PhDs in all technical aspects of their thesis's revolving around music and neuroscience
- Created experiments in Java and Matlab, that quantified and analyzed audio and video

Projects

Insight Lab | Undergrad Thesis: Machine Learning and Visualizations

May 2017 – August 2017 | Western University, London, ON

- Independently created **Decision Visualizer**, an interactive web app to generate and visualization decision trees
- Using Python libraries scikit-learn, numpy, pandas, created a generic script that would parse csv data and create a classification decision tree
- This tree in Python was then parsed into a JSON file, that I referenced within the DOM
- Visualized this JSON file into an interactive tree using d3.js, and allowed user to predict new data
- Project is now being used as a baseline for future students to iteratively improve

Game Design | HTML5 JavaScript Game

Jan 2017 – April 2017 | Western University, London, ON

- Lead for **Attack of the Bubbles**, utilizing primarily the phaser JavaScript Library
- Developed collision and physics engine, user interface, graphics, animations, localStorage saving system, and wrote game music

Education

Western University | BSc Honors Specialization in Computer Science, Minor in Psychology

September 2012 – August 2017 | London, ON

- 3.81 GPA in Major (Computer Science) | 3.67 cGPA
- Received Western Scholarship of Distinction and Dean's List
- Studied 2.5 years of Biochemistry in Medical Sciences prior to switching to Computer Science

Certifcations

- **EDX DAT205x: Introduction to Data Analysis using Excel** | Data Mining, Pivot tables, Macros
- **EDX DAT203.1x: Data Science Essentials** | Microsoft Azure, Python, Seaborn, Matplotlib
- **Teradata: Introduction to Teradata / Advanced SQL Features** | Performance Tuning, Recursion, OLAP
- **SAS Programming 2** | SAS Procedures, Data Steps, Transformations, Raw Data file reading
- **SAS Advanced Macro Training** | Automation, Conditional Logic, Program Flow

Extracurricular

- **President** of Western's Pakistani Students Association | $2000 Annual Budget | 150 Members