**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, OO Programming, Tableau, Git, Jira

**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
  + 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. o
* 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**](https://360.talentegg.ca/2016/05/presenting-the-winners-of-the-2016-talentegg-campus-recruitment-excellence-awards/)

[**Grahn Lab**](http://www.jessicagrahn.com/research.html) **| Computer Programmer**

September 2016 – April 2017 | London, ON

* Assisted Lab in technical aspects of their experiments revolving around music and neuroscience
* Created experiments in Java and Matlab, that quantified and analyzed audio and video

**Projects**

[**Insight Lab**](http://insight.uwo.ca) **| Undergrad Thesis: Machine Learning and Visualizations**

May 2017 – August 2017 | London, ON

* Independently created [**Decision Visualizer**](https://github.com/atherqureshi/4490Z_DecisionTreeVisualizer/blob/master/CS4490Z_AtherQureshi_Thesis.pdf), an interactive web app to generate and visualization decision trees
* Using Python libraries scikit-learn, numpy and 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

**Western University | HTML5 JavaScript Game**

Jan 2017 – April 2017 | London, ON

* Lead for [**Attack of the Bubbles**](https://github.com/xchen389/cs4483game), 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**](https://courses.edx.org/certificates/46ec331154d943dba747fb75e098f98a) |Data Mining, Pivot tables, Macros
* [**EDX DAT203.1x: Data Science Essentials**](https://courses.edx.org/certificates/81d62d49b1924ac68fd8bdd8e8239076) | Microsoft Azure, Python, Seaborn, Matplotlib
* [**Teradata: Introduction to Teradata / Advanced SQL Features**](https://courses.teradata.com/learning/cust_ed/_certificate/?FBSFDS5444%3A0Buifs%21Rvsftij0Nbsl%21Kbvtt0) |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