Waterloo, Ontario
[LinkedIn](#) | [GitHub](#)

Bilal Rashid

(647) 333-2086
rash8510@mylaurier.ca

Experience

Junior Product Owner	**[Simplii Financial](#)**	**Aug 2022 – Apr 2023**

- Performed data analysis on top call drivers to the Simplii Call Center and added more than 300+ FAQs/API use cases to the virtual assistant back log. Steered the FAQ prioritization for the initial rollout of the Simplii Virtual Assistant.
- Created and automated 200+ answers flow on the Ada platform for the Simplii Virtual Assistant. Implemented a QA testing approach to gauge the effectiveness of FAQs.
- Made process flows to add in new intents to the virtual assistant, and created documentation for new hires that are onboarding for the Virtual Assistant Project
- Worked on competitive analysis to compare best-in-class tactics, account opening process, and product features across the banking industry.
- Recipient of the CIBC Exceptional Student Award for outstanding performance during the internship.

Education

Waterloo, Ontario	**[Wilfrid Laurier University](#)**	**Fall 2021 – Present**

- Bachelor of Science in Computer Science.
- **Relevant Courses:** Introductory Linear Algebra, Data Structures I & II, Discrete Structures for Computer Science, Visual Basic Applications, Object Oriented Programming.

Projects

[Analyzing NYC High School SAT Results](#)

- Merged and streamlined 8 datasets with approximately 65,000 rows using Pandas and NumPy. Employed Matplotlib, Seaborn, and Maps for visualizations (histograms, scatterplots, bar charts, maps).
- Discovered SAT score insights via highly correlated demographic factors such as race, gender and survey results.
- **Tech Stack:** Python (NumPy, Matplotlib, Seaborn, Maps).

[Revamping Business Strategy Using SQL & Python](#)

- Formulated SQL queries, including subqueries, to extract critical musical business insights and organize data from 11 tables.
- Used Pandas, NumPy, and Matplotlib to craft visualizations (pie charts, bar charts) and provided recommendations on advertising, sales patterns and popular genres.
- **Tech Stack:** Python (NumPy, Matplotlib, Seaborn, Maps), SQL.

[Hack the North - CiteMe](#)

- At Hack the North, collaborated with students to create 'CiteMe', an offline bibliography tool supporting APA7 citations across books, web resources, and journals.
- Currently, CiteMe consists of the following independent components: a web interface mock-up, an offline GUI mockup and a functional command-line program.
- **Tech Stack:** Python.

Awards & Certifications

[CIBC – Exceptional Student Award](#)	**Nov 2022**
[Wilfrid Laurier University – Entrance Scholarship](#)	**Sept 2021**
[DataQuest – Storytelling Data Visualization and Information Design](#)	**July 2021**
[DataQuest – Data Cleaning & Data Analysis](#)	**June 2021**
[DataQuest – Data Visualization Fundamentals](#)	**June 2021**
[DataQuest – SQL Fundamentals](#)	**Dec 2021**

Languages & Technologies

- Python (Pandas, NumPy, Matplotlib, Seaborn), MySQL & SQL, VBA (Visual Basic Application), Microsoft Office Suite.