HANEEF RASHEED

DATA SPECIALIST

PROFESSIONAL EXPERIENCE

Business Intelligence Analyst   2023 – 2024
London, ON

- Led a Span of Control Optimization project aimed at reducing high turnover rates among clinical leaders by providing HR executives with actionable insights through prescriptive analytics.
- Spearheaded the development and maintenance of interactive Power BI dashboards, visualizing critical HR metrics like employee turnover, retention, performance, engagement, and satisfaction, enhancing decision-making processes.
- Integrated diverse data sources (Excel, SQL, SharePoint) using Power BI Desktop and Service; transformed and analyzed data employing DAX and M queries, ensuring accurate and actionable insights.
- Utilized Python for comprehensive data collection, cleaning, and preparation from various HR data sources, addressing challenges of disparate and unstructured data for analytical exploration.
- Employed advanced machine learning techniques, including regression analysis and Random Forest algorithms, to assess impacts on leadership stability and identify key factors influencing leader tenure.
- Conducted insightful feature importance analysis to pinpoint critical factors for leader tenure, informing targeted interventions to enhance leadership stability and reduce turnover.
- Identified optimal leadership factors, such as the ideal number of direct reports, through machine learning, providing tailored, data-driven recommendations for organizational leadership structure.
- Led regular project meetings to communicate updates, address concerns, and facilitate decision-making among stakeholders.
- Performed in-depth survival analysis focusing on leadership behavior over time and the impact of span of control on leader retention and effectiveness, offering strategies to improve leader satisfaction and performance.
- Achieved significant reduction in clinical leader turnover, demonstrating the value of integrating advanced analytics and machine learning into HR decision-making processes for enhancing organizational health and leadership stability.
- Conducted in-depth presentations of analytics solutions and reports to executive leadership, equipping them with the knowledge to utilize dashboards effectively for strategic organizational decision-making.

Marketing and Sales Manager   2022 – 2023
TaskTak, Redmond, WA

- Led the successful expansion into the Canadian market for a SaaS product, achieving a remarkable 20% increase in sales in the first year, demonstrating effective market penetration and growth strategy execution.
- Crafted and executed a comprehensive marketing strategy, significantly enhancing brand awareness and customer acquisition across Canada, tailored to the unique demands and opportunities of the SaaS industry.
- Forged and nurtured strategic partnerships with key distributors and partners in Canada, broadening distribution channels and unlocking new growth avenues, essential for scaling a SaaS business.

- Conducted in-depth market research to pinpoint emerging segments and product opportunities, culminating in the introduction of two new, highly successful SaaS product lines tailored to Canadian market needs.
- Employed rigorous data analysis techniques to track market trends and refine sales and marketing strategies, maximizing SaaS product performance and market share in the competitive Canadian landscape.
- Facilitated cross-functional collaboration among product development, logistics, and customer service teams to deliver an outstanding customer experience, critical for SaaS product success and customer retention in Canada.

Writer   2017 – 2022
Mississauga, ON

- Wrote and published "Instructions to Finding Peace in Pain: An Empirical Narrative" with TellWell Publishing.
- Conducted extensive research on topics such as pain management, mindfulness, meditation, spirituality, and psychology.
- Interviewed patients with life changing physical and neurological health issues to record their experiences and perception of pain and documented their strategies of finding peace in the face of physical and psychological pain.
- Collected and synthesized patient accounts and journal entries, culminating in the publication of a comprehensive medical self-help book.
- Developed a unique and engaging writing style that combines storytelling, humor, and practical advice.
- Promoted the book through social media, podcasts, blogs, and interviews.
- Received positive feedback and reviews from readers, with an average rating of 5 out of 5 stars on Amazon.

Data Analysis & Research Assistant   2016 – 2017
University of Waterloo, Waterloo, ON

- Research topic: The role of heuristics and personality in strategic business decision-making.
- Downloaded all 10-K and 10-Q Securities and Exchange Commission filings for S&P 1500 from
- Developed a Web crawler in Python to download all 10-K and 10-Q Securities and Exchange Commission filings for S&P 1500 from 1994 to2017.
- Parsed the html files of the 10-K filings and extracted relevant textual data.
- Performed sentiment analysis on extracted data to compare negative and positive words and to assess changes in reporting trends.
- Analyzed changed in reporting trend to verify impact on Stock price.

Data Scientist & Product Manager   2016 – 2017
Curiato, Waterloo, ON

- Led research team for data collection and to extract and identify main physiological predictors for pressure ulcers to incorporate into predictive model.
- Presented Pressure ulcer prevention technology at competitions, showcases, exhibitions and won over $100,000 in grants.
- Mined Twitter data to find trends and performed sentiment analysis of current competing pressure ulcer prevention devices

EDUCATION

M.S. D.S. in Data Science   2023 – Present
Eastern University, Saint Davids, Pennsylvania

Post-Graduate Diploma in Artificial Intelligence for Business   2021
The University of Texas, Austin, Texas

B.A. in Economics   2012 – 2016
University of Waterloo, Waterloo, ON

COMPUTER & OTHER SKILLS

- Proficient with Microsoft Word, Excel, Power Point,
- Familiar with Git, SAP, and SharePoint
- Languages: Python/R
- Visualizations: PowerBI/Tableau
- Databases: PostgreSQL/T-SQL
- ML/AI: Scikit-Learn/TensorFlow
- Cloud Computing: Azure/AWS
- Operating Sys: Windows/Linux
- Big Data: PySpark
- Human Resources Info Systems
- Healthcare Data Governance
- Environmental Awareness
- Business Acumen
- Data Ethics

Certifications and Licenses

- DP-203 Microsoft Certified: Azure Data Engineer Associate
  CertificateID:929933661