SALAH AL-BASHA

Data Analyst

Focused on using my skills in data cleaning and pre-processing, exploratory analysis, visualization and results communication to drive meaningful insights, optimize business processes and facilitate improved outcomes.

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SKILLS

TECHNOLOGIES

- **Programming Lgs:** Python (Pandas, NumPy)
- **Data Visualization:** Seaborn, Matplotlib
- **Web Development:** HTML, CSS
- **Version Control:** Git, GitHub
- **BI & Analytics Tools:** MySQL, Tableau, Power BI, Excel
- **PM Frameworks:** Scrum, Confluence, Trello
- **Technical/SaaS:** Slack, Markdown, Prompt Engineering
- **Digital Products/Apps:** UI/UX, Figma, Canva

SOFT

- **English** and **Arabic** (business-level), **ASL** (elementary level)
- Focused on creating **accessible** and **inclusive Data Viz**, including implementing **information redundancy** and using color palettes that are **accessible to colorblind viewers.**
- **Situational awareness**, public speaking and **leadership** skills
- Strong interpersonal skills and routinely reaches out to colleagues to **maintain transparency** and **manifest open communication.**
- Ability to **de-escalate tougher interactions.**
- Familiar w/ integration of **Agile methodologies** in group projects.

EDUCATION

Bachelor of Applied Mathematics, background in **Computer Science** — Carleton University
Data Science and **Machine Learning** Bootcamp — Massachusetts Institute of Technology

PROJECTS

Analysis of US Accidents

Analyzed **2.8M** US car accident records (Feb 2016-Dec 2021) via **data cleaning**, **exploratory analysis**, and **visualization** with Pandas, NumPy, Matplotlib, Seaborn, Streamlit, Folium, FastMarkerCluster, HeatMap, & Pydeck. Insights gained on frequency and distribution of accidents, potentially aiding road safety efforts.

Pima Diabetes Analysis

Conducted **exploratory data analysis** on a Pima Diabetes dataset to **analyze the prevalence of diabetes** among women from the Pima tribe. Used Python libraries including NumPy, Pandas, Seaborn, and Matplotlib to **clean and visualize the dataset**. **Analyzed the summary statistics** of the dataset, including the mean, standard deviation, and quartiles of each variable, to gain insights into the prevalence of diabetes in the population.

PROFESSIONAL EXPERIENCE

Technical Support Analyst – Shopify   *Nov 2021 – Present*
- Conducted in-depth technical troubleshooting using various tools and technologies to resolve complex merchant issues, while also **measuring the KPIs** of merchant satisfaction and issue resolution time using **BigData analysis techniques**.
- **Analyzed merchant data** and provided customized solutions to improve metrics such as **conversion rates**, **customer satisfaction**, and **average order value** using **artificial intelligence** (AI) and **deep learning algorithms**.
- Developed expertise in Shopify's products and services to provide expert advice to merchants, while also **leveraging data analytics to suggest improvements** to existing products and services.
- **Collaborated with cross-functional teams** on projects such as Bridge the Gap, the Next Pilot, and the US Capital, using data analysis and reporting to support project goals and track the success of each initiative.

Fitness Sales Analyst - GoodLife Fitness   *Nov 2020 – Nov 2021*
- **Analyzed customer data** to identify trends and insights that informed sales strategies, including the measurement of **key performance indicators** (KPIs) such as **customer acquisition cost, customer lifetime value**, and **customer churn rate**.
- Developed and maintained social media campaigns to **increase customer engagement and revenue**, **using data analytics to track engagement and ROI**, and optimize campaign strategies based on **predictive and prescriptive analytics algorithms**.
- Conducted **market research** and **competitive analysis** using **structured and unstructured data** to stay informed of industry trends and customer preferences. **Utilized machine learning techniques** such as **supervised and unsupervised learning**, **regression**, and **classification** to **identify hidden patterns** and insights that helped improve the company's products and services.