

SALAH AL-BASHA



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PROFESSIONAL EXPERIENCE

Software Engineer | Chana Company Inc.

Aug 2022 – Present

- Built a recommendation system using **collaborative filtering** and **matrix factorization** to provide personalized movie recommendations based on user ratings.
- Examined **2.8 million US accident records**, performed **exploratory data analysis**, implemented **data cleaning techniques**, and used **data visualization** tools to improve road safety and promote safe driving practices.
- Collaborating with **cross-functional teams** to gather requirements, analyze user needs, and propose innovative solutions.
- Conducting thorough testing and debugging of software applications to ensure optimal performance and reliability.

AI Engineer | Lomdi AI

Jan 2023 – Present

- Developed and maintained an innovative entertainment app for real-time conversations with celebrities and fictional characters using **Python**.
- Leveraged **Cloud Computing** technologies to ensure scalability and optimize app performance for a large user base.
- Implemented **Google PaLM** as the language processor to generate dynamic and context-aware responses in conversations.
- Utilized **Vertex AI** for advanced **machine learning** capabilities, enhancing the app's conversational experience.

Analyst | Shopify

Nov 2021 – Aug 2022

- 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**, identified trends, and informed sales strategies, including **KPI measurement** (CAC, CLV, churn rate).
- Developed and managed social media campaigns, **tracked engagement and ROI**, and optimized strategies using data analytics.

EDUCATION

B. Math, Computer Science minor | Carleton
Data Science and Machine Learning | MIT

PROJECTS

Pima Indians Diabetes Analysis

Conducted analysis on diabetes in the Pima Indians tribe to understand related factors and explore potential associations between variables.

Skills & Tools: **Python** (Pandas, NumPy, Matplotlib, Seaborn),
Machine Learning, Data Analysis, EDA, Data Visualization

SKILLS

- Programming Languages:** Python (Pandas, NumPy)
- Data Visualization:** Seaborn, Matplotlib
- AI Tools:** Google PaLM, Vertex AI, Cloud Computing
- BI & Analytics Tools:** MySQL, Tableau, Power BI, Excel
- Web Development:** HTML, CSS
- PM Frameworks:** Scrum, Confluence, Trello, Jira
- Technical/SaaS:** Slack, Markdown, Prompt Engineering
- Digital Products/Apps:** UI/UX, Figma, Canva
- Familiar with **Scrum** and other **Agile methodologies**
- Bilingual:** English and Arabic