SALAH AL-BASHA

+1 (613) 501 3857

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

- Focused on creating **accessible** and **inclusive data visualization**, including implementing **information redundancy** and using color palettes that are **accessible to colorblind viewers.**
- **Situational awareness**, public speaking and **leadership** skills
- Strong **teamwork** and interpersonal skills.
- Experienced in **conflict resolution.**
- Familiar with **Scrum** and other **Agile methodologies**.
- **Bilingual**: English and Arabic

EDUCATION

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

PROJECTS

Pima Indians Diabetes Analysis
Analyzed different aspects of Diabetes in the Pima Indians tribe. The objective is to understand factors related to diabetes within the Pima tribe and explore potential associations between variables.
Skills & Tools: Python (Pandas, Numpy, Matplotlib, Seaborn), Machine Learning, Data Analysis

Netflix Movie Recommendation
The objective of this project is to build a recommendation system to recommend movies to users based on the ratings given to different movies by the users.
Skills & Tools: Collaborative filtering, Matrix factorization, Recommendation Systems

Analysis of United States Accidents
Examined approximately 2.8 million records. This project aims to improve road safety and promote safe driving practices.
Skills & Tools: Exploratory Data Analysis, BigData Cleaning, Data Visualization

PROFESSIONAL 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** 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.