SALAH AL-BASHA

SENIOR PRICING ANALYST

+1 (613) 501-3857

PROFESSIONAL EXPERIENCE

Senior Pricing Analyst | J.D. Irving – RST   *Oct 2023 – Present*

- Managed a **complex pricing model** for JDI's **Transportation and Logistics** division, RST, **ensuring accurate calculations** of **price elasticity** to **derive linehaul rates** for gas, fuel, dry bulk, and chemical/specialty products transportation across Atlantic Canada, Central Canada, and the United States.
- Conducted a **high-level analysis** of accessorial charges for a **Lean Six Sigma Green Belt** project, **collaborating seamlessly with cross-functional teams** comprising Operations, business and financial analysts, as well as fleet and sales managers. Developed statement mapping across TMW and **Oracle's JD Edwards** software to identify discrepancies in general ledger codes for accessorial charges, **targeting improvements in financial metrics by $150,000+.**
- Leveraged **Trimble's transportation management software**, TMW.Suite, and **IBM's Cognos** for **streamlined invoicing**, **auditing/billing** reports, rate maintenance and **financial analysis**.

Software Engineer | Chana Company Inc.   *Aug 2022 – Oct 2023*

- Built a recommendation system using **collaborative filtering** and **matrix factorization** in **Python** 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.

AI Engineer | Lomdi AI   *Jan 2023 – Oct 2023*

- 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*

- Resolved complex merchant issues relating to **SEO**, **domains**, **UI/UX**, frontend troubleshooting in **HTML/CSS** and **KPIs**.
- **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.

EDUCATION

Bachelor of Applied Mathematics and Computer Science minor   Carleton University
Data Science and Machine Learning   MIT

SKILLS

- **Data Analysis & Visualization:** Python (Pandas, NumPy, Seaborn, Matplotlib, Google Colab, Jupyter Notebooks), Excel (VLOOKUPS, PivotTables, What-If Analysis)
- **AI Tools:** Google PaLM, Vertex AI, Cloud Computing, Knowledge of Large Language Models
- **BI & Analytics Tools:** MySQL, Tableau, Power BI, Cognos
- **Web Development:** HTML, CSS
- **PM Frameworks:** Scrum, Agile, Confluence, Trello, Jira, Sig Sigma
- **Technical/SaaS:** Slack, Markdown, Prompt Engineering
- **Digital Products/Apps:** UI/UX, Figma, Canva
- **Data Wrangling:** Data Cleaning & Preparation, Exploratory Data Analysis, Feature Engineering, Predictive Modelling