SALAH AL-BASHA

+1 (613) 501 3857

EDUCATION

Bachelor of Applied Mathematics, background in **Computer Science**   Carleton
Data Science and **Machine Learning** Bootcamp   MIT

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.

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.

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, EDA, Data Visualization

SKILLS

- **Programming Languages:** Python (Pandas, NumPy)
- **Data Visualization:** Seaborn, Matplotlib
- **Web Development:** HTML, CSS
- **BI & Analytics Tools:** MySQL, Tableau, Power BI, Excel
- **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