[Icon

Description automatically generated](mailto:salahalbasha12@yahoo.com)[A black circle with gold letters

Description automatically generated with low confidence](https://digital-cv-l1tr.onrender.com/)[](https://github.com/salahalbasha)[Shape

Description automatically generated with low confidence](http://www.linkedin.com/in/salahalbasha)SENIOR PRICING ANALYST

SALAH AL-BASHA

* **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
* **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

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

**SKILLS**

**EDUCATION**

**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.

**PROFESSIONAL EXPERIENCE**

+1 (613) 501-3857