[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/)[Shape

Description automatically generated with low confidence](http://www.linkedin.com/in/salahalbasha)[](https://github.com/salahalbasha)

**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.

**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.

**PROFESSIONAL EXPERIENCE**

**PROJECTS**

[Pima Indians Diabetes Analysis](https://salahalbasha-pima-app-yo940c.streamlit.app/)  
Analysed 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](https://salahalbasha-movie-app-c5pu9r.streamlit.app/)  
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](https://salahalbasha-accidents-accidents-8nnvpw.streamlit.app/)  
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

**Bachelor of Applied Mathematics**, background in **Computer Science** Carleton University

**Data Science** and **Machine Learning** Bootcamp Massachusetts Institute of Technology

**EDUCATION**

SALAH AL-BASHA

**+1 (613) 501 3857**

**SKILLS**

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 integration of **Agile methodologies** in group projects.
* **Bilingual**: English and Arabic

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