[Github Logo - Free social media icons](https://github.com/salahalbasha)[Shape

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

Description automatically generated

SOFT

* **English** and **Arabic** (business-level), **ASL** (elementary level)
* Focused on creating **accessible** and **inclusive Data Viz**, including implementing **information redundancy** and using color palettes that are **accessible to** **colorblind viewers.**
* **Situational awareness**, public speaking and **leadership** skills
* Strong interpersonal skills and routinely reaches out to colleagues to **maintain transparency** and **manifest** **open communication.**
* Ability to **de-escalate tougher interactions.**
* Familiar w/ integration of **Agile methodologies** in group projects.

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

Focused on using my skills in data cleaning and pre-processing, exploratory analysis, visualization and results communication to drive meaningful insights, optimize business processes and facilitate improved outcomes.

**Data Analyst**

**PROFESSIONAL EXPERIENCE**

**PROJECTS**

**Technical Support Analyst** – Shopify *Nov 2021 – Present*

* 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.

Pima Diabetes Analysis

Conducted **exploratory data analysis** on a Pima Diabetes dataset to **analyze the prevalence of diabetes** among women from the Pima tribe. Used Python libraries including NumPy, Pandas, Seaborn, and Matplotlib to **clean and visualize the dataset**. **Analyzed the summary statistics** of the dataset, including the mean, standard deviation, and quartiles of each variable, to gain insights into the prevalence of diabetes in the population.

Analysis of US Accidents

Analyzed **2.8M** US car accident records (Feb 2016-Dec 2021) via **data cleaning**, **exploratory analysis**, and **visualization** with Pandas, NumPy, Matplotlib, Seaborn, Streamlit, Folium, FastMarkerCluster, HeatMap, & Pydeck. Insights gained on frequency and distribution of accidents, potentially aiding road safety efforts.

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

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

**EDUCATION**

**SKILLS**

**+1 (613) 501 3857**

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SALAH AL-BASHA