[](https://github.com/salahalbasha)[Shape

Description automatically generated with low confidence](http://www.linkedin.com/in/salahalbasha)[A black circle with gold letters

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Description automatically generated](mailto:salahalbasha12@yahoo.com)

**SKILLS**

SALAH AL-BASHA

**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.

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

* 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*

* 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**, identified trends, and informed sales strategies, including **KPI measurement** (CAC, CLV, churn rate).
* Developed and managed social media campaigns, **tracked engagement and ROI**, and optimized strategies using data analytics.

**EDUCATION**

B. Math, Computer Science minor | Carleton

Data Science and Machine Learning | MIT

* **Programming Languages:** Python (Pandas, NumPy)
* **Data Visualization:** Seaborn, Matplotlib
* **AI Tools:** Google PaLM, Vertex AI, Cloud Computing
* **BI & Analytics Tools:** MySQL, Tableau, Power BI, Excel
* **Web Development:** HTML, CSS
* **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

Skills & Tools: **Python** (Pandas, NumPy, Matplotlib, Seaborn), **Machine Learning**, **Data Analysis**, **EDA**, **Data Visualization**

[Pima Indians Diabetes Analysis](https://salahalbasha-pima-app-yo940c.streamlit.app/)  
Conducted analysis on diabetes in the Pima Indians tribe to understand related factors and explore potential associations between variables.

**PROJECTS**

**+1 (613) 501 3857**