

# Shervin Zare

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## EDUCATION

### Wilfrid Laurier University

*Bachelor of Science in Data Science*

Sep. 2023 – Apr. 2027

Waterloo, ON

- Relevant Coursework: Data Structures, Data Analytics, Database, Statistics, Business I,

## EXPERIENCE

### Educational Programs Developer

*Laurier Analytics Society*

Sep. 2025 – Present

Waterloo, ON

- Developed educational content and video modules that simplified complex data and technology concepts, helping over 100 students deepen their understanding and stay engaged throughout the learning process.
- Delivered hands-on workshops in analytics, machine learning, and programming, giving students practical experience with real-world tools and improving technical confidence; reached 80% of attendees reporting improved skills in post-workshop surveys.
- Organized major networking events with speakers from companies like Google and Sun Life, driving 40% growth in event attendance and increasing student participation in industry-facing initiatives.

### Data Analytics Intern

*Union Dome Inc.*

May 2025 – Aug. 2025

Toronto, ON

- Analyzed union member and platform usage data using SQL, Python, and pandas, uncovering engagement trends that guided product improvements and drove an 18% increase in platform usage.
- Collaborated on automated dashboards, leveraging Git-based version control, Python scripts, and scheduled data jobs, ensuring reliable and reproducible reporting for product and client teams and reducing ad-hoc reporting requests by 28%.
- Developed a machine learning pipeline using AWS (S3) to ingest, clean, and preprocess raw union platform data, engineered features, and trained logistic regression models to predict membership renewal, achieving 86% prediction accuracy and providing actionable insights that guided product improvements, informed feature prioritization, and supported CRE occupancy planning initiatives.
- Translated ambiguous business questions into analytical workflows, defining metrics, validating data quality, and presenting insights through Python visualizations (Matplotlib/Seaborn) and Tableau dashboards to non-technical stakeholders, reducing follow-up clarification requests by 21% and accelerating decision-making.

## PROJECTS

### Bank Marketing Optimization 🧠 / *pandas, scikit-learn, XGBoost, Data Preprocessing, Feature Engineering, seaborn*

- Developed and deployed an XGBoost model to predict term deposit subscriptions with 82.8% accuracy and 83.7% recall, enabling data-driven, targeted outreach to high-probability customers and optimizing marketing ROI.
- Implemented advanced feature engineering, pre-processing, and stratified sampling on imbalanced data, generating actionable insights through precision-recall analysis, ROC curves, and confusion matrices to improve conversion efficiency by 23%.

### Retrieval Based Chat System 🧠 / *RAG, LangChain, Streamlit, HuggingFace Embeddings, Vector Database, ChatGPT*

- Engineered a retrieval-augmented generation (RAG) chatbot using Streamlit and LangChain, integrating HuggingFace embeddings and an in-memory vector store to enable fast, context-aware document search and question answering.
- Enhanced user interaction with dynamic input modes (URL and file upload), automated text processing, and context visualization, enabling financial and business users to quickly extract insights from unstructured documents, streamline reporting, and support data-driven decision-making.

### Stock News Sentiment 🧠 / *pandas, NLP, FinBERT, Yahoo Finance API, Requests*

- Built a Python tool using Yahoo Finance API and FinBERT to fetch, preprocess, and analyze real-time stock news, classify sentiment, aggregate scores into structured DataFrames, and generate actionable insights for market trends.

## Technical Skills

**Libraries:** pandas, NumPy, scikit-learn, TensorFlow, LangChain, XGBoost, PyTorch, streamlit, requests, seaborn, BeautifulSoup, Matplotlib

**DevOps/MLOps:** Git, Docker, MLflow

**Cloud Platforms:** AWS (S3, SageMaker, Lambda), Azure, Snowflake

**Frameworks:** React, Node.js, Flask, FastAPI, Transformers

**Developer Tools:** Git, VS Code, Tableau, Jupyter Notebook, Eclipse, Power BI