

TAWSIF KHAN

Senior Data Analyst

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EXPERIENCE

Senior Data Analyst

Rubikloud Technologies

05/2018 - Ongoing

Retail based AI Product Startup

- Lead every analytics project for Rubikloud's Customer Lifecycle product
- Understand client business objectives, strategic imperatives, operations and data in order to assess the impact on each project, identify potential gaps, and develop possible solutions
- Formulate proper methodologies to measure the performance of machine learning models and recommend model improvements
- Educate other departments to bring up data literacy, and provide technical guidance to junior members

Analytics Consultant

Aimia Inc.

08/2017 - 05/2018

Marketing and Loyalty Analytics Company

- Performed in-depth research and analysis to derive insights and drive business decisions in the Amex and CIBC Aeroplan portfolio
- Developed profitable campaigns in a data-driven way with personalized offers that reduce churn and improve member engagement
- Performed business reviews for partners and perform post-campaign analysis to derive key insights and actionable recommendations

Client Analyst

McKinsey Pricematrix

12/2015 - 08/2017

Product company helping financial advisors growth using analytics

- Built performance benchmarking analysis to help wealth management firms and advisors make fact-based decisions
- Developed automated systems to generate financial advisor reports
- Led the analytics performed for executive reviews of major wealth management firms in the North American industry

Research Assistant

University of Waterloo

09/2013 - 08/2015

- Carried out independent and collaborative research in the Control of Infinite-dimensional Systems group
- Presented and critiqued concepts and results in regular research group meetings

EDUCATION

MMath, Applied Mathematics

University of Waterloo

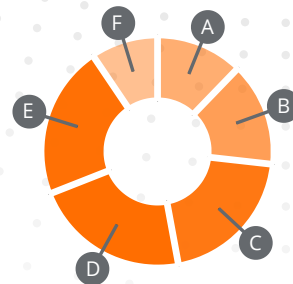
09/2013 - 08/2015

BS, Electrical Engineering

North South University

05/2008 - 03/2013

MY TIME



- A Meeting Data Science and Client Solutions teams
- B Finding ways to prove product values
- C Questioning business decisions with logic
- D Finding and communicating the whats, so whats and now whats
- E Automating my job using Python
- F Planning projects and delegating tasks

SKILLS

Languages

Python SQL R JS HTML

CSS MATLAB PySpark

Industry Experience

Retail Artificial Intelligence

Credit Cards Experimental Design

Customer Loyalty Wealth Management

AWARDS

-  TrafficJam Hackathon 2015 Winner
-  Three Minute Thesis Finalist
University of Waterloo
-  Summa Cum Laude
North South University
-  Daily Star Certificate of Excellence

PROJECTS

Campaign Measurement Module

Built a Python module to measure campaigns in a standardized manner. Functions include bootstrapped estimation, significance testing for binomial and non-binomial metrics, outlier handling and etc.

🔗 <https://github.com/tawsifkhan/Campaign-Measurement-Module>

Rainbow Railroad Data Philanthropy

Led a team of 13 in Aimia's 2018 Data Philanthropy event. Built a data cleaning and segmentation tool using R, and lead other 5 objective streams to deliver a full suite of operational improvement solutions to Rainbow Railroad, a Canadian charitable organization

Bootstrapping Data for Significance Testing

Introduced and implemented the concept of bootstrapping data to carry out significance testing on non-normal and non-binomial data sets

TrafficJam Hackathon 2015

Measured the variance of speeds from transit data to map the unreliability of Toronto's road network. This insight would allow commuters to make more informed route choices, and city planners plan events/constructions accordingly. The team won prize money of \$5000.

Other Data Related Projects

- Used RShiny to create a visualization tool for the global terrorism database
- Implemented a TFIDF driven gradient boosting regression model for Kaggle Mercari Price Suggestion Challenge
- Implemented a random forrest classifier with some feature engineering for Kaggle What's Cooking Machine Learning Challenge
- Built a twitter data scrapper, cleaned the data and geo-tagged the tweets to carry out some analysis

PUBLICATIONS

Bootstrapping Data for Significance Testing

Rubikloud Technologies

📅 07/2018 🔗 <https://bit.ly/2RgmA6h>

Optimal Sensing of Wave Equation

American Control Conference

📅 07/2015 🔗 <https://bit.ly/2HvD0YG>

MY LIFE PHILOSOPHY

*The joy of life comes from our encounters
with new experiences*

Christopher McCandless