OMAR AL ABDALLA

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EDUCATION

Master of Statistics, University of New South Wales, Sydney, Australia, Feb 2017 – Jun 2018

Courses include: Applied Regression Analysis, Multivariate Analysis (using SAS), Time Series, Nonparametric Statistics, Stochastic Processes, Statistical Inference and Data Structures and Algorithms

Thesis Project: Investigated and analyzed the performance of different models (deep learning, logistic regression, neural networks) for predicting FIFA World Cup results, and developed an optimal hybrid model using R (including Tensorflow package) which achieved a 9% increase in accuracy in comparison to previously proposed models.

Bachelors of Computer and Electrical Engineering, University of Toronto, Toronto, Canada, Sep 2004-Jun 2009

EXPERIENCE

Data Science Developer, Telstra, Sydney, Australia, Jun 2019 – Present

Working in an agile dev-ops team to design, manage and implement a number of business intelligence projects for multiple clients. Tasks included:

- Upgrading and optimizing existing ETL setup from R to Python to improve performance and meet security criteria.
- Creating an end to end cloud application to generate billing reports using Python, SQL and AWS to replace faulty legacy reporting system
- Built extensive dashboards using Tableau that helps clients to make informed decision to reduce costs on their mobile and IoT devices fleet.
- Led and implemented a project of transitioning from Tableau to AWS Quicksight and Power BI to save on running costs
- Improving existing dashboard by utilizing advanced tableau features to provide drill-through functionality and save on space.
- Using AWS lambda, AWS Redshift, R and Tableau to display forecasts of demand for new devices

Data Scientist, Servian, Sydney, Australia, Oct 2018 – Jun 2019

Assisting clients with transitioning from a traditional analytics approach to a more modern data science approach and helping them provide accurate predictive insights. Tasks included:

- Utilized AWS Comprehend (NLP platform) to analyze and summarize customer survey results
- Recommended and assisted in implementing automated interactive map based dashboards using SQL, Tableau and the Amazon cloud platform
- Prepared and presented ideas and recommendations for statistical models for predicting road traffic volume and congestion.
- Managing and implementing the migration of data from the legacy platform to the new AWS platform
- Using R and Python to build an end-to-end tool to predict hourly vehicle traffic volumes

Marketing Insights Analyst, Sydney Theatre Company, Sydney, Australia, May 2016 – Mar 2017

Acted as the first port of call for extracts, reports and analysis across the whole organization:

- Prepared extensive marketing analysis reports for each show, to help the marketing team with establishing the strategic direction for future shows
- Carried out a thorough data exploration project and redesigned the main database to provide all possible predictors for a statistical model designed to identify most likely patrons to donate
- Developed advanced SQL queries to mine large and complex datasets to create revised SSRS marketing reports and PowerBI dashboards.

Marketing Insights Analyst, Sydney Opera House, Sydney, Australia, Feb 2015 – May 2016

Analyzed ticketing and marketing (digital and offline) data to determine trends and develop relevant insights to provide recommendations to the marketing team. Responsibilities and achievements included:

• Designed and created an automated daily marketing and health check dashboard
• Developed advanced SQL queries to create a report that highlights detailed customer journey insights
• Collaborated with Adobe, IT and the digital marketing team to manage the migration of all e-marketing activities from the old platform to the Adobe Marketing Cloud
• Proactively consulted with internal stakeholders to ensure continuous improvement in our reporting, and that insight is timely and actionable
• Created automated and detailed festival sales forecasting reports using Excel, VBA and SQL
• Worked closely with the IS team to build marketing dashboards using Tableau
• Conducted an advanced Excel training class to a group of 15 internal staff members to help develop an informed, data driven culture
• Proposed and implemented new methods for improved efficiency and data acquisition

Mobile Network Analyst, Etisalat, Abu Dhabi, U.A.E., Mar 2010 – Sep 2014

Performed high-level data analysis on customer and network data to provide technical and marketing recommendations to improve customer experience, and to build reports according to the company's needs. Responsibilities and achievements included:

• Took initiative to merge available network and customer data along with GIS tools to produce geo-area reports
• Introduced new optimized OLA and SLA agreements with other engineering teams to improve network performance
• Utilized different vendor and in-house software solutions to analyze degradations in network KPIs or failures in signaling protocols and identify the root cause of the problem
• Developed SQL scripts to facilitate complex data interrogation
• Worked closely with the IT team to ensure all relevant data is accurate and accessible
• Used Qlikview to create daily and weekly data-driven customer insights dashboards and reports for management and the board
• Monitored special events and provided guidance to engineering teams to enhance network performance during the events
• Received best application of the year award for automating and optimizing the network fault detection and reporting system and thus eliminating the need for manual reporting and follow up

SKILLS

Languages	Fluent in English and Arabic
Data Science	SQL Server, SSRS, SAS, Tableau, Qlikview, Power BI, SPSS, BigQuery
Programming	R, Python (including matplotlib), SQL Script, C, C++, Java, VBA
Statistical Techniques	Machine Learning, Time Series Analysis, Generalized Linear Modeling, Linear Regression, Principal Component Analysis, Clustering and Cassification
Other Tools	AWS,GCP, Azure Cloud Suite, MS Office Suite, Adobe Analytics, SAP Business Objects, MapInfo, Google Earth, MATLAB, Google Analytics

OTHER WORK EXPERIENCE

Statistics Teaching Assistant, University of New South Wales, Sydney, Australia, Feb 2018 – Jun 2018

Prepared and presented tutorial sessions, and assisted with marking exams for a first year Statistics course for Life and Social Sciences students