# Ali Raza

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## EDUCATION

**University of Calgary – Master of Data Science and Analytics (GPA 3.9/4.0)**          **January 2022- August 2023**
**University of Calgary – Bachelor of Arts, Major in Economics**          **September 2018 – December 2021**
**Relevant Courses:** Computer Application with Excel, Computer Application Python, Econometrics, Cost-Benefit Analysis, Fundamentals of Corporate Finance, DATA 603 Statistical Modelling, DATA 601 Working with Data and Visualization, Data 604 Big Data Management, Data 602 Statistical Data Analysis

## CERTIFICATIONS & SKILLS & AWARDS

**Certifications**: SQL for Data Science by UC DAVIS, Big Data Foundations 101 by IBM
**Programming Skills**: Python, SQL, Matplotlib, Pandas, NumPy, STATA, R Studio, HTML
**Database/BI Skills**: MySQL, PostgreSQL, SQlite3, PowerBI, Tableau, Python visualization libraries, Microsoft SQL Server, Excel, Statistical analysis
**Scholarships/Awards**: Lloyd Christenson Scholarship Award 2017, ACAC Men's Basketball Rookie of the Year (2015-2016), Toronto Raptors Wayne and Theresa Embry Fellowship Candidate

## PROFESSIONAL EXPERIENCE

**Data Science Summer Student**          **May 2023 – October 2023**
*Alberta Securities Commission*          *Calgary, AB*

- Collaborated with the data science team on a comprehensive data analysis initiative, contributing to a detailed report on private market outcomes aimed at investor education and informing policy development. Aswell as enhanced data collection efforts by creating and distributing a survey to private investors, leveraging tools such as Python, Excel, SQL, and Tableau for data manipulation, cleaning, and visualization.
- Demonstrated proficiency in data gathering by leveraging Google and Bing search APIs to acquire information for private issuers, leading to an impressive 30% enhancement in data accuracy, additionally utilized Tableau for comprehensive analysis of private markets and their outcomes
- Designed, normalized, and deployed an SQLite-based relational database system, constructed views, executed queries using SQL, and enhanced data accessibility, leading to optimized workflow efficiency

**Apple Specialist**          **October 2022 – January 2023**
*Apple*          *Calgary, AB*

- Delivered meaningful personalized customer solutions through product knowledge in an invigorated work environment which consisted of constant personal interactions with around 100-300 customers a day
- Collaborated with management and the business professional team with goals towards growing potential customers for Apple by analyzing, interpreting, and sharing feedback from Business NPS to continually improve the customer experience resulting in an increase in customer satisfaction rates upwards of 22%

## PROJECT EXPERIENCE

**Free-Lance Data Analyst**

- Designed and implemented data analysis frameworks for small businesses, enabling the tracking and visualization of key performance indicators (KPIs) critical to their growth and decision-making processes
- Refined data management workflows using Python for meticulous data cleansing and structuring, coupled with the creation of intuitive Tableau and plotly dashboards, equipping clients with real-time insights for proactive market engagement and operational performance optimization.

**NBA Exploratory Data Analysis Project / [Report](#)**

- Performed data analysis on an NBA data set aggregated from the past 10 seasons (2012-2022), with the intent to find which players stats are highly correlated with each other, distribution of minutes compared to regular season and playoffs and how has the game changed over the past 10 seasons
- Demonstrated a strategic evolution in NBA gameplay, our analysis highlighted an increase in perimeter activity with a significant increase in three-point shot attempts and points scored per game. It also confirmed a playoff trend of reduced possessions per 48 minutes, underscoring a slower pace of play compared to the regular season

## VOLUNTEERING EXPERIENCE

**University of Calgary Mental Health Campaign**          **September 2019 – April 2023**
*Student-Athlete Advocate*          *Calgary, AB*

- Represented the campaign with the use of social marketing throughout campus, with the message of encouraging students and athletes to seek counselling and guidance to deal with mental health and social anxiety issues
- Promoted the breakdown of stigma associated with mental health issues in sports through workshops, panel discussions, and athlete testimonials, actively contributed to breaking down the stigma associated with mental health issues in sports, fostering an environment where athletes felt comfortable seeking help and support for their well-being