

AMIR HOSSEIN NEMATI

SENIOR DATA ANALYST

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PROFESSIONAL SUMMARY

Dynamic Data Analyst with a proven track record at Filimo, where I developed a churn prediction model, improving retention by leveraging advanced SQL and Python. Recognized for analytical problem-solving, leadership, and fostering cross-functional collaboration to drive impactful business strategies. Expert in predictive modeling, data visualization, and operational efficiency.

SKILLS

- **Data Analytics:** Advanced SQL (MySQL, SQL Server, PostgreSQL), Python (Pandas, NumPy, SQLAlchemy, Flask), FastAPI, RFM Modeling
- **Visualization & Reporting:** Metabase, Power BI, Dashboard Creation, A/B Testing, WebUI Design
- **Data Engineering:** ETL, Database Indexing (200M+ rows), Docker, Django Backend Development, API Development
- **Advanced Analysis:** Predictive Modeling, Statistical Analysis, Churn Prediction, AI Implementation
- **Soft Skills:** Critical Thinking, Leadership, Collaboration, Mentorship

EXPERIENCE

Senior Data Analyst — Sabaidea

March 2024 – Present

- **AI Implementation:** Designed and deployed an AI-driven support center module, automating request handling and streamlining operations for the Data Department.
- **Pricing Optimization:** Developed APIs using FastAPI to support pricing decision-making, integrating real-time data to enhance profitability and strategic agility.
- **User Segmentation:** Built an end-to-end RFM-based segmentation system (Recency, Frequency, Monetary) using Python, Flask, SQL, and a Telegram bot, improving targeting precision and boosting SMS marketing conversion rates by 14%.
- **Backend & UI Development:** Created a Django-based backend service and designed an intuitive WebUI panel for user segmentation, enabling actionable insights for stakeholders.
- **Mentorship:** Mentored a new team member, fostering skill development and strengthening team collaboration.

Business Data Analyst — Filimo, Sabaidea

September 2022 – March 2024

- **Churn Prediction:** Built a machine learning-driven churn model, optimizing user retention strategies.
- **ETL Development:** Designed a robust ETL pipeline with error-handling, ensuring data consistency and reducing exceptions.
- **Customer Insights:** Analyzed customer surveys and led A/B testing campaigns, increasing engagement upsell by 12%.

- Cost Optimization: Cut SMS campaign expenses by 30% via segmentation improvements.
- Executive Reporting: Created an automated reporting system for C-suite, enabling real-time decision-making.

BI Analyst — Encino Wears

May 2020 – May 2022

- Built ETL workflows transforming raw data into actionable insights.
- Designed Power BI dashboards, improving data transparency across departments.
- Conducted system analyses, driving process efficiency and productivity.

Budget and Program Expert — Salam Schools

January 2016 – May 2020

- Managed budgeting and resource allocation, introducing data-driven efficiency improvements.

EDUCATION

M.Sc. in Business Administration (Logistics & Supply Chain)

Islamic Azad University, Central Tehran Branch – September 2022

B.Sc. in Industrial Engineering

Qom University of Technology – September 2020

CERTIFICATIONS

- A/B Testing Design — 365DataScience
- Advanced Data Analysis — DataCamp
- Machine Learning Basics — Coursera (In progress)
- Transactional Analysis — Fararavan Institute

INTERESTS AND HOBBIES

- Technology Trends | Data Science Innovation
- Fitness | Video Games (FIFA)

PROJECTS

AI-Driven Support Center Automation: Architected an AI system to automate request handling in the support center, enhancing efficiency and response times for the Data Department.

RFM-Based User Segmentation Framework: Developed a comprehensive segmentation solution using Python, Flask, SQL, and a Telegram bot, leveraging RFM modeling to optimize marketing strategies.

Content Selection Protocol: Designed a data-backed content selection framework at Filimo, securing executive approval and shaping content acquisition strategy.

Automated Reporting Pipeline for C-Suite: Built a real-time reporting system at Filimo, reducing manual effort and supporting rapid decision-making.