

# AMIR HOSSEIN NEMATI

## BUSINESS DATA ANALYST

[www.amirhosseinn.com](http://www.amirhosseinn.com) [+98-937-952-7331](tel:+98-937-952-7331) Tehran, Iran

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## PROFESSIONAL SUMMARY

Dynamic Business 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)
- **Visualization & Reporting:** Power BI, Metabase, Dashboard Creation, A/B Testing
- **Data Engineering:** ETL, Database Indexing (200M+ rows), Docker
- **Advanced Analysis:** Predictive Modeling, Statistical Analysis, Churn Prediction
- **Soft Skills:** Critical Thinking, Leadership, Collaboration, Mentorship

## EXPERIENCE

### **Business Data Analyst** — *Filimo, Sabaidea* *September 2022 – Present*

- **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

**Content Selection Protocol:** Developed and presented a data-backed content selection protocol at Filimo, optimizing acquisitions and aligning with strategic goals. This framework received executive approval and has become integral to the content strategy.

**Automated Reporting Pipeline for C-Suite:** Built a reporting pipeline that automates real-time data updates for executive-level reporting, reducing manual work and supporting rapid strategic adjustments.