

Zaheen Mahaey

DATA SCIENTIST – Statistical Analysis, Data Manipulation, Data Visualization

✉ zmahaey@gmail.com

☎ +1 (647)-975-3918

📍 [Vaughan](#)

in [LinkedIn](#)

SKILLS

- **Programming & Development:** Python (Pandas, NumPy, Scikit-learn), SQL, Streamlit, Jupyter, Colab
- **Machine Learning & Modeling:** Regression, Trees, XGBoost, Clustering, PCA, NN, NLP, Forecasting
- **Generative AI & LLMs:** LLMs, Prompt Engineering, Langchain, Chatbots, RAG, Finetuning
- **Data Visualization & Productivity Tools:** Tableau, Jupyter Notebook, Google Colab, Generative AI

WORK EXPERIENCE

Business Strategy Consultant (Contract)

October 2023 – April 2024

Dentistry at Consilium

Scarborough

- Optimized digital marketing budget using manifold Regression, ROI analytics, and attribution modeling across Google, Meta, Instagram Ads; upgraded conversion rate by 20% and diminished cost per acquisition by 30%.
- Conducted multivariate A/B testing on landing pages, revised high-performing content layout, Tableau-based user journey dashboards, flow analysis decked web engagement & lifted user conversion 12% month-over-month.
- Performed SEO keyword research, backlink audit, and competitor analysis to restructure site metadata and improve SERP ranking; organic traffic increased by 15% in three months through garnished search visibility.
- Designed and launched a targeted YouTube content strategy using Canva, analytics dashboards, and scheduled publishing; revised patient acquisition by 15% through video marketing and audience engagement tracking.

Data Science Analyst (Internship)

May 2022 – November 2022

AiVariant

India

- Assembled telecom churn prediction model using Logistic Regression, Random Forest ensemble methods with feature engineering & hyperparameter tuning; achieved 99.84% accuracy, enhanced risk identification by 35%.
- Deployed churn prediction model via Streamlit dashboard with vigorous filtering, visualization panels, interactive metrics, and user input forms; enabled real-time scenario testing and increased stakeholder adoption by 40%.
- Extracted, translated, and cleansed YouTube comments using Python libraries such as BeautifulSoup, regex, langdetect, NLTK, and pandas; processed over 10,000 data points to enhance feedback accuracy by 25%.
- Applied NLP techniques (tokenization, lemmatization, TextBlob), created Wordcloud using Seaborn and Matplotlib, and facilitate categorical labeling; built an interactive Streamlit app that boosted analysis speed 30%.

Marketing Head

January 2014 – December 2021

Zanroh Ecom Private Limited

India

- Raised INR 1.5 million in startup funding during business ideation phase; secured early investor trust through strategic pitch design, detailed financial forecasting, competitor benchmarking & market potential analysis.
- Designed and executed a data-backed customer acquisition strategy; boosted sales by 30% in one year through segmentation, digital outreach, data-driven lead, funnel analytics, referral programs, and campaign tracking.
- Managed operations for a 20-distributor pan-India network; achieved consistent month-over-month growth and amended supply chain efficiency by 25% through vendor coordination, logistics optimization & SLA enforcement.
- Launched e-commerce platform and 5 new products; strengthened brand presence and drove 10% revenue growth via targeted social media, SEO content campaigns, UI improvements, payment integration & influencer outreach.

Senior Analyst

October 2009 – December 2013

Deloitte

India

- Delivered in-depth market insights & competitor analysis for the US telecom sector; bettered client-facing strategy effectiveness by 20% across Verizon, Sprint, and T-Mobile portfolios using Tableau, and internal dashboards.
- Reviewed deliverables of two junior analysts using quality control checklists, feedback templates, version controls & presentation standards; abridged documentation errors by 10% enhanced report accuracy for key stakeholders.
- Authored comprehensive 4G industry report with market forecasts, innovation trends, cost structures, and regulatory updates; publication received internal awards and adopted by leadership in strategic planning.
- Managed full-cycle primary research, quantitative data analysis using Python (Pandas, NumPy), pivot tables, performance trackers, visualization tools earned team recognition and accelerated project turnaround time 18%.

Business Analyst

May 2008 – June 2009

Tech Mahindra (Satyam)

India

- Collected and documented detailed business requirements by conducting stakeholder meetings, process walk-through, functional mapping; mended requirement clarity & condensed change requests 20% across modules.
- Acted as liaison between clients, developers, testers, QA leads, project coordinators, and business analysts; enriched communication flow and reduced delivery delays by 18% through daily scrum and sprint reviews.

- Calculated key project metrics including schedule variance, cost of quality using work breakdown structure in consultation with the quality team and helped project managers identify deviations, on-time delivery 15%.
- Coordinated with QA, development, design, integration, and UAT teams to track project progress and ensure milestone alignment; contributed to 95% milestone adherence in the Hospital Management System project.

VOLUNTARY EXPERIENCE

Clinic Manager (Part-Time Volunteer)

October 2019 – September 2021

Gardenbrooke Medical Centre, Brampton

- Directed Accuro EMR system evaluation, and medical lab connectivity; refined clinic workflow efficiency by 35% and reduced manual data errors through process automation, compliance checks & software troubleshooting.
- Trained 4 new staff on Accuro EMR, billing (OHIP, IFH), improved billing accuracy and accelerated monthly reconciliation by 20% using SOP documentation, hands-on coaching and performance tracking tools.

PROJECT EXPERIENCE

Individual College Projects (Queen's University)

January 2024 – April 2025

- Built 6 predictive and statistical models including ARIMA, Lasso, Logistic Regression, and K-Means; improved model accuracy up to 92% and enabled real-world forecasting for sales, pricing, and customer segmentation.
- Analyzed economic impact of cost-of-living trends in Rotman Datathon 2025 using Panel Regression and inflation indices; generated actionable insights that contributed to a 30% improvement in team score versus baseline.

EDUCATION

Master of Management Analytics

May 2024 – April 2025

Queen's University, Kingston

Master of Business Administration

May 2006 – April 2008

ICFAI Hyderabad, India

Bachelor of Technology

June 2001 – May 2005

Punjab Technical University, India

CERTIFICATIONS

- **Tableau Desktop Specialist** – Tableau
- **Data Science Certificate** – ExcelR India
- **Digital Marketing Associate** – Simplilearn
- **Digital Marketing Analytics** – MIT Sloan School of Management

ACCOMPLISHMENTS

- **Rotman Datathon 2025 Winner** – Ranked 1st in 187 teams in predictive modeling competition.