

Saayed Alam

Toronto, ON • 437-779-1620 • saayedalam@gmail.com • linkedin.com/in/saayedalam • http://saayedalam.me

Data Analyst | Business Analytics & Insights

Data Analyst with 3+ years of experience delivering insights for Tier-1 clients including Visa, Microsoft, and Google. Background in market research and business analytics, with strong experience translating complex datasets into clear, actionable recommendations for stakeholders. Skilled in Excel and Python, and actively strengthening SQL through hands-on analytics projects across finance, healthcare, and consumer trend datasets. Experienced in building analytical workflows, dashboards, and interpretable models to support real-world decision-making. Previously worked at Ipsos supporting enterprise clients through data analysis, reporting, and insight generation. Known for combining technical problem-solving with business context to help teams understand performance, identify trends, and improve outcomes.

WORK EXPERIENCE

Self-Directed

01/2025 - Present

Independent Data Analytics Projects

Toronto, ON

- Focused on building hands-on analytics projects to strengthen SQL, Python, and business analytics skills using real-world datasets across finance, healthcare, and consumer trends.
- Designed analytical workflows including data cleaning, exploratory analysis, feature engineering, and dashboarding to answer practical business questions

Selected Projects:

Interpretable Credit Risk Analysis (Python, Tableau)

- Developed a LightGBM model to predict loan default risk
- Applied SHAP explainability and created Tableau dashboards to communicate insights to non-technical stakeholders

Medicare Hospital Infrastructure Analysis (SQL, Tableau)

- Performed SQL analysis across 6,000+ hospitals to assess infrastructure quality
- Used CTEs and window functions to identify regional service gaps and visualize findings in Tableau

Meditation Trend Pulse (Python, Streamlit)

- Analyzed Google Trends data to track global interest in meditation-related topics
- Built a Streamlit dashboard with time-series analysis and forecasting

Ipsos

08/2022 - 01/2025

Data Analyst

Toronto, ON

- Delivered analytics and reporting for Fortune 500 clients including Visa and Microsoft, supporting brand performance tracking and business decision-making
- Selected as SME to help operationalize a Random Forest-based driver analysis solution; co-authored internal training materials and supported model interpretation
- Built Excel-based automation to validate incoming survey datasets, reducing manual errors and improving processing speed
- Led high-volume production of 30+ survey-based reports per month while managing multiple concurrent projects under tight deadlines
- Managed end-to-end data quality assurance, identifying and resolving complex discrepancies before client delivery
- Trusted by leadership to manage the Visa account, owning technical deliverables and stakeholder communication
- Coordinated with offshore data processing teams to resolve issues and ensure data accuracy prior to analysis

preCharge

01/2017 - 08/2019

Risk Operations Analyst

New York, NY

- Promoted into an analyst role within 6 months after improving investigation workflows, reducing case retrieval time by ~50%
- Investigated 40–60 transactions per day using OSINT techniques to validate purchaser identities and reduce fraud exposure for client e-commerce stores
- Built and maintained Excel tracking templates and QA checks, reducing manual errors and speeding fraud reviews by ~20%
- Tracked operational and marketing metrics using Salesforce and Google Analytics, producing weekly insight summaries
- Identified emerging fraud patterns and presented findings to leadership, influencing client onboarding decisions and risk policy thresholds

EDUCATION

Master of Science in Data Science

CUNY School of Professional Studies

New York, NY • 01/2020

Bachelor of Science in Applied Mathematics & Computer Science

City Tech, CUNY

New York, NY • 01/2018

SKILLS

Core Tools: Excel (VBA, Pivot Tables), PowerPoint, Python (pandas, numpy), SQL (PostgreSQL – actively improving)

Analytics: Data Analysis & Reporting, KPI Reporting, Requirements Gathering, Trend Analysis, Variance Analysis

Visualization & Workflow: Dashboard Design, Data Cleaning & Validation, Git, Jupyter, Power BI, QA & Reconciliation, Streamlit, Tableau