

# KARAM KASIM RESUME

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Mississauga, Ontario, Canada

## SUMMARY

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I am an experienced data scientist with a strong background in designing and implementing statistical and machine-learning models. I excel in developing advanced data analytics and business intelligence (BI) solutions to drive data-driven decision-making. My expertise includes optimizing data infrastructure, automating data pipelines, and leading cross-functional teams. I have a proven track record of delivering impactful results, including reducing customer churn, increasing revenue, and improving operational efficiency.

## SKILLS

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### Business Intelligence and Decision-Making

- I orchestrated the seamless integration of BI solutions, fostering cross-team collaboration.
- I innovated XML-based API calls, streamlining data pipelines for real-time insights.
- I developed tailored strategies, driving actionable insights to benefit our clients.

### Data Visualization and Reporting

- I pioneered the creation of custom BI dashboards for precise metric monitoring.
- I led client-facing web applications with real-time data pipelines, ensuring dynamic BI.
- I have a strong proficiency in crafting visually compelling visualizations for enhanced data comprehension.

### Power BI Development and Design

- I am an expert in crafting advanced, user-friendly Power BI dashboards.
- I proficiently design complex Power BI data models, optimizing the analysis process.
- I've created tailor-made Power BI solutions for a wide range of industries.

### Data Analytics and Modeling

- I leverage machine learning for predictive optimization and NLP mapping, effectively increasing efficiency.
- I engineer data-driven solutions, resulting in significant cost savings.
- My mastery lies in data manipulation, validation, and ensuring data quality.

### Cloud Computing and Big Data

- I am proficient in utilizing BigQuery and AWS to optimize data-driven strategies.
- I design Python-based data pipelines that enhance report accuracy and speed.
- I integrate cloud-based solutions for dynamic decision-making.

### CRM API Development

- I spearhead CRM API integrations, efficiently streamlining data flow.
- I automate pipelines, enhancing data-driven decision-making.

### Project Management and Team Leadership

- I've successfully led cross-functional teams, consistently meeting timelines and exceeding expectations.
- I am proactive in client retention efforts, contributing to long-term success.

### Communication and Client Relations

- I excel at collaborating with marketing and sales teams, effectively translating complex services into marketable presentations.
- I have a track record of translating business requirements into actionable data-driven strategies.

**Senior Manager - Data Science and BI Operations**Advanced Analytics Research Lab <https://www.aaarl.ca/>

Toronto, Ontario

July 2022 – present

- **Leading the design and implementation of statistical and machine learning models** to drive improved customer engagement through innovative, custom solutions.
- **Proficiently optimizing complex Power BI data models and infrastructure**, enabling real-time tracking of critical KPIs and driving data-driven decision-making.
- **Streamlining data pipelines through automation**, significantly enhancing efficiency and reducing reporting time.
- **Leveraging AWS for scalable and cost-effective data processing**, ensuring the seamless deployment of tailored solutions.
- **Demonstrated leadership in managing a dedicated team of data scientists and engineers**, resulting in increased project efficiency, heightened client satisfaction, and innovative solution engineering.
- **Developing ML tools, including predictive optimization models and NLP mapping procedures**, to enhance revenue, sentiment analysis, and drive custom-designed data solutions.
- **Passion for developing and presenting R&D data science solution scenarios and BI developments** that showcase innovative capabilities and drive actionable business insights.

**Data Analytics and BI Specialist**

October 2019 – July 2022

- **Tailored customized BI solutions** across diverse industries to address unique challenges, with a particular focus on optimizing supply chain efficiency.
- **Expertly designed and maintained complex Power BI dashboards**, ensuring actionable insights for clients and stakeholders, and fostering enhanced decision-making.
- **Collaborated seamlessly with cross-functional teams**, ensuring the successful launch of real-time inventory management systems and project delivery efficiency improvements.
- **Demonstrated expertise in CRM API development for seamless data integration**, significantly enhancing data accuracy and reducing manual work.
- **Provided valuable mentorship and training to the BI development team**, promoting solution engineering excellence and empowering team members to excel in their roles.

**Geophysical Data Scientist & Team Lead | Global Energy Services**Global Energy Services team, ESG Solutions <https://www.esgsolutions.com/>

Kingston and Toronto, Ontario

March 2011 – April 2020

- Led comprehensive data analytics, leveraging statistical techniques to extract valuable insights in the field of Fracing microseismics.
- Conducted complex data modeling and statistical learning analytics to enhance drilling efficiency and reduce operational costs.
- Applied statistical tuning and advanced visualization methods to improve the analysis of geophysical data, enabling precise performance monitoring.
- Played a pivotal role in software testing and application engineering to enhance the statistical analysis capabilities of an in-house software product, contributing to the success of the organization.
- Managed extensive server connectivity and real-time data processing and analysis, ensuring optimal monitoring of downhole equipment, and reducing downtime.
- Four years leading a dedicated team of geophysical analysts, overseeing their work while conducting hands-on, complex data modeling and statistical analytics to meet internal and client timelines.

***Master Certification in Data Analytics, York University***

Toronto, Canada

September 2018 – November 2019

- **CRISP-DM Methodologies:** Mastered the Cross-Industry Standard Process for Data Mining, equipping me with the skills to effectively guide analytics projects from initial understanding to deployment.
- **Dimensional Data Analysis:** Gained expertise in manipulating high-dimensional data frames using data science and machine learning techniques, preparing me for complex real-world data challenges.
- **Predictive Modeling:** Acquired hands-on experience in supervised and unsupervised machine learning, including regression analysis, clustering, and decision tree modeling, using R and Python.
- **Database Management:** Developed a deep understanding of various database structures, including SQL and NoSQL, and honed the ability to tailor data collection strategies based on storage requirements and key data characteristics.
- **Business Intelligence Tools Education:** Extensively trained in industry-leading Business Intelligence tools, including Power BI and Tableau, mastering data visualization, dashboard design, and report generation. Proficient in using BI tools to translate complex data into actionable insights, enabling informed decision-making for organizations.

***BSc Geophysics, University of Calgary***

Calgary, Canada

September 2005 – April 2010

- **Seismic Processing and Interpretation:** I acquired expertise in processing and interpreting seismic data, which laid the foundation for my data analysis and modeling skills.
- **Geophysical Data Acquisition:** Gained practical experience in acquiring and processing gravity and magnetic data, contributing to my proficiency in data manipulation.
- **Environmental Geophysics and Exploration Methods:** Developed a strong understanding of environmental geophysics and exploration methods, enhancing my problem-solving skills and ability to apply geophysical principles to diverse industries.

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REFERENCE

Available upon request