SAM HASAN-SILVA

Technical Data Analyst

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🔗 https://sammyhasan17.github.io/portfolio-website/ 📍 Atlanta, GA

PROFESSIONAL SUMMARY

Curious and Technology Driven Analyst with a passion for solving complex, ambiguous problems through data-driven strategies. Experienced in cloud-based tools, SQL, and Python to harness structured and unstructured data for actionable insights. Proven track record of building scalable models, automating reporting, and enhancing decision making across finance, operations, and customer analytics.

EXPERIENCE

Data Analyst

Jacuzzi

📅 08/2024 - Present 📍 Atlanta, United States

- Driving strategic decision-making by delivering financial insights and scalable reporting tools to the CFO and COO
- Leading enhancements to forecasting and supply chain KPI models across 18 global business units, enabling analysis of $360M in net sales and $32M in EBITDA
- Leading the transformation from Excel-based financial models to a scalable, automated solution using IBM Planning as the SME
- Building a **Python-based ETL pipeline to move Snowflake data** into IBM Planning Analytics using **SQL**, EC2 and TM1py
- Developing a Python script to automate data collection to an Excel Model for competitive analysis from SEC filings presented on an automated PowerBI Dashboard to fuel CFO & CEO acquisition strategy

Data Analyst

TIAA Intern

📅 05/2024 - 08/2024 📍 Charlotte, NC

- Leveraged data and artificial intelligence to drive strategic decision-making and operational efficiency at a Financial Institution
- Validation and Data governance on Batch Reporting System utilizing **Snowflake**, SQL, Spark/PySpark, Excel and Oracle
- Data Warehouse for over 15,000 institutions across the United States
- Utilized SQL to query and manipulate large datasets, improving data governance & creating over 20 financial reports across multiple systems
- Designed and deployed an AI-powered visualization platform that transformed text documents into dynamic insights using Python, AWS Bedrock, Cloud9, and S3—automating processes and saving over 120 hours across business units

Data Scientist

XS Nutrition Intern

📅 01/2024 - 04/2024 📍 Remote

- Analyzed extensive customer behavior and data to identify the most effective ways to increase energy drink sales
- Utilized **Databricks** and SQL for data processing and Python for statistical analysis, uncovered key trends, such as specific demographic segments responding better to personalized email campaigns and text advertisements
- Visualized insights using Qlik, presenting findings, allowing the marketing team to increase campaign profit by 15%

EDUCATION

Bachelor of Science in Computer Science (AI)
Kennesaw State University

KEY ACHIEVEMENTS

💎 **Boosted Marketing Profits**
Achieved 15% profit increase in energy drink sales through data insights and targeted campaigns.

💎 **Automated Reporting Dashboards**
Created dashboards in PowerBI for CFO and CEO for competitive analysis.

💎 **Streamlined Reporting Processes**
Automated reporting procedures, saving financial teams 120 hours annually, using Python, GenAI & AWS.

💎 **Automated Data Extraction**
Automated extraction of financial data from SEC Edgar into Excel.

SKILLS

| Python | AWS | Excel | SQL |

| PowerBI | Tableau |

| Dashboard Automation |

| Financial Modeling | GAAP | AWS |

| Statistics | A/B Testing | Power Query |

| Snowflake | TensorFlow | Visual Basic |

| DAX | Pandas | Oracle |

| Predictive Analysis | FP&A |

| Econometrics | SAP |