

Naeem Nagori

Data Analytics and Customer Insights

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portfolio-site-naeem.vercel.app

Professional Summary

Business - Marketing diploma graduate from Seneca Polytechnic with personal projects in SQL analysis, Power BI reporting and Python customer segmentation. Combines business education with hands-on data preparation and visualization. Seeking a junior data analyst, reporting or marketing analytics role in Ahmedabad.

Education

Seneca Polytechnic | Toronto, Canada

Ontario College Diploma, Business - Marketing | Jan 2023 - Apr 2025

Two-year diploma program.

Technical Skills

Data analysis: SQL (joins, CTEs, window functions), Python, pandas, NumPy

Reporting: Microsoft Power BI, Microsoft Excel, Matplotlib, Seaborn

Methods: Data cleaning, exploratory data analysis, customer segmentation, scikit-learn

Selected Personal Projects

SQL Business Data Analysis | SQL

- Wrote queries using joins, common table expressions and window functions to examine revenue trends and customer segments in practice datasets.
- Organized SQL examples covering aggregation, stored procedures and triggers, with a separate train booking database project.

Hotel Customer Segmentation | Python, pandas, scikit-learn

- Explored 83,590 hotel customer records; investigated missing ages, outliers, booking activity and revenue variables before preparing data for clustering.
- Encoded categorical variables and scaled numeric features; explored K-Means, DBSCAN and HDBSCAN clusters using PCA and t-SNE visualizations.

Customer Churn Dashboard | Microsoft Power BI

- Built a dashboard from customer churn data with geography and card-type comparisons, account measures and a gender slicer; published the PBIX file on GitHub.

Work Experience

Team Member | Tim Hortons | Canada | 2025 - 2026

- Worked primarily on baking tasks as part of the store team.

Certifications

Google Data Analytics Professional Certificate | Coursera | Sep 2025

Data Analytics Certification | TOPS Technologies | Classroom training | Oct 2023

Inbound Marketing | HubSpot Academy | Sep 2024

Languages

English: IELTS General Training, overall 8.0/9 (C1), Jun 2025 | Hindi | Gujarati