

SHROUQ ALGHAMDI

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SUMMARY

Data Scientist with 5+ years of experience in building production ML systems and BI pipelines across enterprise environments. Proven track record of leading cross-functional teams to deliver scalable machine learning solutions, predictive models, and behavioral insights that measurably improve business outcomes. Skilled at translating complex data architectures into clear, executive-ready decisions. Experienced in client-facing, high-stakes settings where analytical rigor meets strategic problem-solving.

EXPERIENCE

Data Strategy Consultant | *Treedom for All Corporation* New York, NY (Remote) | Aug 2025 – Present

- Act as the primary Data Strategy Advisor, architecting an end-to-end measurement framework that standardized event tracking and resolved critical data discrepancies between front-end interactions and back-end conversion logs
- Defined and deployed a data governance model for campaign analytics, enabling reproducible cross-channel attribution and surfacing optimization opportunities validated through conversion tracking audits and data layer QA
- Advised on the organization's digital acquisition strategy, optimizing Google Ads campaign structure and audience targeting to improve engagement and user reach

Data Scientist | *Pitt Global, University of Pittsburgh* Pittsburgh, PA | Oct 2023 – May 2025

- Orchestrated the automation of institutional health metrics reporting, replacing manual processes with robust Python pipelines, reducing manual effort by 90% and enabling real-time visibility for global stakeholders
- Developed an ML-driven entity resolution pipelines and automated validation scripts to unify fragmented datasets, significantly improving data reliability by 35% across 50+ countries
- Managed the full project lifecycle for institutional datasets from data ingestion to modeling and reporting, establishing standardized, reproducible workflows adopted across the department

Data Scientist, Customer Intelligence | *Panda Retail Company, Savola Group* Jeddah, Saudi Arabia | Apr 2022 – Jul 2023

- Architected and deployed Python-based ML pipelines serving 20M+ users; engineered K-Means behavioral segmentation that informed personalized strategies across digital and physical channels, driving a 27% revenue uplift
- Served as the key technical lead for Growth and Revenue teams; translated complex causal inference and A/B testing findings into actionable business cases, directly influencing \$2M+ in promotional budget reallocation
- Operationalized model outputs into 25+ automated digital campaigns, translating technical findings into plain-language recommendations adopted by non-technical decision-makers
- Led cross-disciplinary project teams integrating data engineers, analysts, and domain experts to deliver high-impact analytics solutions in a fast-paced retail environment

Data Analyst | *SADAFCO* Jeddah, Saudi Arabia | Jul 2021 – Mar 2022

- Built regression and forecasting models in SQL and QlikView to optimize inventory levels for 130+ SKUs across 25+ distribution centers, achieving a 15% reduction in inventory costs
- Eliminated a class of manual input errors in SKU classification by translating business rules and demand patterns into codified data logic, replacing ad hoc spreadsheet processes with auditable, repeatable pipelines
- Optimized ETL pipelines to automate recurring reports and feature engineering, enabling self-serve analytics for operations stakeholders and reducing analyst turnaround time on ad hoc requests

EDUCATION

Master of Science Computer & Information Science | *University of Pittsburgh* 2025

Graduate Coursework: Machine Learning & Deep Learning | *Carnegie Mellon University* Fall 2024

Bachelor of Science in Information Systems – Minor: Cybersecurity | *Effat University* 2019

TECHNICAL SKILLS

Languages: Python, SQL, R, JavaScript

ML & AI: Classification, Clustering, Forecasting, Churn/LTV Modeling, Recommendation Systems, NLP, Causal Inference, A/B Experimentation, Responsible AI

Data Platform: PySpark, Snowflake, Hadoop, AWS, GCP, dbt (basics), Git

Visualization: Tableau, Power BI, Matplotlib, GA4, Google Ads, GTM

Strategy: KPI Design, Growth Analytics, Impact Measurement, Market Intelligence, Decision Support, Project Lifecycle Management