ARSY NAS

Data & Business Analyst · SQL · Python · BI

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PROFILE

Data and business analyst with a UBC Sauder BCom in Business Technology Management (2025) and 10+ years running finance, compliance and operations for a single-family office and a high-net-worth real estate portfolio. I turn messy operational data into dashboards, models and automated workflows that teams adopt. Strongest where analysis meets money: financial controls, portfolio performance and customer retention.

SKILLS

- **Analysis:** SQL (advanced), Python (pandas, regression, API integration), Excel modelling
- **BI & data:** Tableau, BigQuery; familiar with Power BI, Segment and A/B testing; dbt and Looker (in progress)
- **Automation:** n8n, HubSpot, Salesforce, LLM-assisted workflows
- **Domain:** Financial operations, regulatory compliance, real estate KPIs (NOI, occupancy), GDPR-aware data handling
- **Languages:** English and Farsi (native), French (B1), German (A1, intensive course)

EXPERIENCE

Independent Automation & Data Consultant Jan 2023 – Sep 2025
Freelance · Vancouver, Canada

- Built privacy-first data workflows (n8n, Python, LLM APIs) for legal and financial clients that replaced manual data entry and reduced entry errors.
- Wrote an ROI business case for each tool rollout and trained client staff through adoption.
- Managed a book of SME client accounts with a proactive issue-tracking and resolution process.

Guest Experience & Digital Operations Lead Apr 2024 – Sep 2025 (concurrent)
Autostrada Hospitality · Vancouver, Canada

- Built BI dashboards tracking guest spend (ARPU) and operating profitability; recommendations from them were projected to lift net margin by 2%.
- Launched an AI inquiry assistant that handled routine guest requests and routed high-value requests to staff.
- Built a regulars programme through customer segmentation and personalised outreach to grow repeat visits.

Property & Portfolio Operations Manager Feb 2017 – Aug 2022 (concurrent to 2020)
Boutique Asset Management (high-net-worth real estate) · Vancouver, Canada

- Managed operations for a portfolio held by 5 asset owners, tracking occupancy, rent roll and capital projects.
- Tracked NOI and operating margin against market benchmarks for monthly owner reporting.
- Centralised owner and tenant communications into one tracked channel.

Director of Operations & Strategic Initiatives (Chief of Staff) Mar 2013 – Sep 2020
Confidential Single-Family Office · Dubai, UAE / Vancouver, Canada

- Ran finance operations and reconciliations for a single-family office.
- Managed customs compliance across an international vendor network.
- Built the office's Canadian legal, banking and finance partner network from zero in 90 days.

ANALYTICS PROJECTS · GITHUB.COM/ARSYNAS/SQL-CASE-STUDIES

- **Music Streaming Pricing Analysis (SQL: CTEs, window functions):** Found Pop drives 39.5% of revenue across a 25-album catalog at a below-average price; built a CASE classifier to flag albums for pricing review.
- **Donor Fundraising Analytics (SQL: joins, subqueries, UNION):** Showed 3 of 14 donors give 66% of revenue and that no campaign year reached goal; isolated 12 lapsed donors for reactivation.
- **Subscription Database Redesign (ERD, 3NF normalisation):** Rebuilt a flat subscription table as a 4-table 3NF schema, removing update, insert and delete anomalies.
- **Job-Search Automation Stack (n8n, Exa, LLMs):** Built an n8n pipeline for job discovery, company research and application tracking.

EDUCATION & CERTIFICATIONS

BCom, Business Technology Management May 2025
UBC Sauder School of Business · Vancouver, Canada

- **Coursework:** Data Visualisation & Business Analytics, Database Technology, Information Systems Analysis & Design, Process Optimisation.
- **Certificates:** Google Data Analytics; Google IT Automation with Python; Google Agile Project Management; HubSpot Revenue Operations.