

NADA SHABAN

Data Analyst & AI Evaluation Specialist | Arabic-English Bilingual

Cairo, Egypt · acc.nadashaban@gmail.com · nadashaaban.com
linkedin.com/in/nada-shaban-048297206 · github.com/accnadashaban-png

PROFESSIONAL SUMMARY

Data analyst and AI evaluation specialist who turns raw business data into decisions, and tests and builds LLM applications in Arabic (MSA and Egyptian dialect) and English. At Kanz MS, I evaluated the company's AI bot before launch, helped build an internal AI trading assistant, analyzed customer churn and revenue, and automated operations with n8n and Zapier. Works in Python (intermediate), SQL and Excel with AI-assisted development. Accounting graduate.

EXPERIENCE

Kanz MS (kanzms.com) — Arabic online trading-education community Feb 2026 – Present
Data Analyst & AI Automation Specialist

AI Evaluation & Development

- Designed a **bilingual golden evaluation dataset** (Arabic dialects and English, tagged by intent, register, test type and difficulty) and ran the **pre-launch evaluation** of the company's AI bot; caught a language-mismatch issue and wrote the launch recommendation for management.
- Automated user-acceptance testing with a Python runner that sends test cases to the live bot and produces an Excel report.
- Developed an **AI Trading Assistant** with the engineering team: a bilingual prototype that answers market questions with safe, read-only SQL (LangChain/LangGraph, Gemini, PostgreSQL, FastAPI), with automated tests in MLflow.
- Market-data platform (team project): focused on testing and data validation of the dashboard pages, built front-end pages with AI-assisted development, fixed back-end data, and integrated the AI assistant.

Data & Customer Analytics

- Diagnosed customer churn from raw cancellation and subscription exports (monthly churn, exit reasons, tenure) and found the **main driver of permanent losses**.
- Built **prioritized win-back segments** by exit cause and payment method, and reconciled member access against payment history.
- Analyzed the paid subscriber base for the go-to-market plan and **modeled referral program designs** for revenue and cost.
- Built Python pipelines that pull stock data from Interactive Brokers, FMP and TradingView, compute beta and volatility, and classify sectors and themes with an LLM.
- Set up GA4 and UTM tracking, and wrote playbooks for traffic and social-reach issues.

Automation

- Built a **Support Analytics Dashboard** the support team uses to track first response time, reply rate and upgrades after support (Python, FastAPI, SQLite).
- Built n8n and Zapier workflows: support messages to Zendesk tickets, cancellation reminders, failed-payment emails, onboarding and a daily market brief.

Egyptian Red Crescent — Data Addition & Analysis Team (Volunteer) Jan 2025 – Present

- Enter, organize and analyze data to improve accuracy and reporting; support community health and humanitarian activities.

The Cake Company — Assistant Manager Jul 2022 – Feb 2023

- Supervised daily operations and resolved customer complaints promptly.

PROJECTS

- market-data-pipeline:** Python stock and crypto screener ranking tickers by momentum, relative strength vs SPY and 50-day moving average.
- n8n-automation-workflows:** n8n workflow that loads Binance price history into Supabase.

SKILLS

Data	Python (intermediate, pandas), SQL, Excel (Power Query, pivots), Power BI, GA4, churn and cohort analysis
AI	LLM evaluation, golden datasets, UAT, prompt writing, LangChain, Gemini, MLflow, Claude Code, Cursor
Automation	n8n, Zapier, Power Automate, REST APIs, FastAPI
Languages	Arabic — native (MSA + Egyptian dialect) · English — C1 · German — A2

EDUCATION

B.Com, Accounting (English Section) — EGI Academy (El Gazeera Academy), Cairo 2025
Grade: Very Good overall, Excellent in final year. · LinkedIn Learning: Excel Data Analysis, Power Query, Statistics, Power BI.