Aatif Ahmed

Data Scientist | Experimentation, Machine Learning and AI Evaluation
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About

I am a data scientist with an Actuarial Studies background. I work across product analytics, experimentation, machine learning, metric design and AI evaluation. I turn ambiguous questions into clear decisions. I own the data and the analysis from tracking design to the final recommendation.

Experience

Canva | Data Scientist, User Voice

September 2026 – November 2026 | Melbourne

- Designed a new company-level metric for AI help from first principles. I interviewed stakeholders, wrote the proposal and presented it to the team. Leadership selected it as a core metric for executive reporting.
- Owned product experiments from design to results, testing improvements to the help experience across support tickets, satisfaction, revenue and refunds.
- Evaluated AI assistant routing quality across languages with an LLM judge and shared the results with product and engineering.
- Wrote the dbt and Snowflake semantic view changes through git-based pull request review, and rebuilt dashboards on governed semantic views for self-serve use.
- Helped build a custom MCP agent that answers product questions in plain language. It runs a semantic search over user transcripts and writes a report. I defined the use cases and reviewed the implementation.
- Used Claude and Cursor with MCP connections to Snowflake to speed up SQL development and metric lineage tracing.

Flybuys | Senior Digital Data Analyst

2023 – August 2026 | Melbourne · Australia's largest loyalty program

Product Growth and Insight

- Grew app users substantially through onboarding, in-app messaging and offer discovery work, measuring and iterating on each change.

- Redesigned the first-session experience after cohort analysis showed that early behaviour is the strongest predictor of long-term retention.
- Showed that frequent app users retain far better than web users. The finding became a central argument for app-first investment.
- Identified a large member segment with a hidden churn risk behind healthy-looking retention, and flagged it as a priority.

Machine Learning and Statistics

- Built an ML pipeline end to end in Python, using XGBoost, Random Forest and Logistic Regression. I validated it with cross-validation and feature importance analysis, and handled class imbalance.
- Identified the early-tenure behaviours that predict long-term engagement. The findings led to a revamp of company OKRs and success metrics.
- Built a cohort model that classifies the member base by digital frequency, with transition matrices and retention rates. It shaped product roadmap priorities.
- Applied survival analysis and clustering to lifecycle patterns and lapse timing.
- Built forecasting and revenue models that link engagement to business impact. Leadership uses them to prioritise investment.

Experimentation and Causal Inference

- Set up experimentation infrastructure at scale with LaunchDarkly, and owned experiment design: success and guardrail metrics, power calculations, segmentation and interpretation.
- Found a control group imbalance in a live trial and corrected it with inverse probability weighting. The method became standard practice across the business.
- Built a paid media measurement methodology from scratch to quantify revenue contribution.
- Built a closed-loop attribution method that links in-store QR codes to later in-app and in-store behaviour.

Data Platform, Governance and Architecture

- Owned the data schema, processing rules and tracking specifications behind all digital analytics on the app and website.
- Project managed a real-time identity data pipeline from Auth0 to Snowflake on AWS EventBridge, Kinesis and OpenFlow. I wrote the requirements, contributed to architecture and pipeline code, and supported user acceptance testing.
- Led the evaluation of analytics platforms for a Digital Analytics RFP. My recommendation differed from the external advisory partner's, and leadership accepted it.
- Deployed consent management with Usercentrics and completed a full cookie audit, so tracking fires only with member consent.
- Wrote the Snowflake stored procedures behind automated weekly metrics with success and failure alerting.
- Built and owned a Power BI insights platform for leadership, made up of interactive mini-apps on automated Snowflake pipelines.

- Resolved severe data incidents as the key escalation point.

Leadership and Standards

- Mentored a junior analyst and set the standards the organisation builds on: the canonical data model reference, a SQL pattern library and process documentation.
- Served in the Data Insights and AI Chapters, and presented at leadership meetings and org-wide showcases.
- Received organisation-wide recognition awards and peer commendations.
- Used AI-assisted development to stand up a local build of the Flybuys app as a demo environment for prototyping.

Quick Release | Senior Project Analyst

November 2019 – December 2022 | Melbourne · Product Data Management consultancy

- Worked embedded in Ford Motor Company's team, managing prototype vehicle build planning, parts logistics, cost analysis and supplier coordination across global locations.
- Helped find and resolve a systemic parts ordering problem that saved significant cost.
- Wrote custom Excel macros that pulled data from a legacy system and replaced a manual process.
- Hosted a global supplier event for Ford and presented process findings to senior client stakeholders.

Skills

- **Data Platform:** Snowflake, dbt, git and pull request review, semantic view design, AWS (EventBridge, Kinesis)
- **Statistics and Experimentation:** A/B and multivariate testing, power analysis, causal inference, inverse probability weighting, survival analysis, clustering
- **Machine Learning:** XGBoost, Random Forests, Logistic Regression, feature engineering, cross-validation
- **Programming:** Python (pandas, numpy, scikit-learn, statsmodels, plotly), SQL, JavaScript
- **AI Tooling and Evaluation:** Claude, Claude Code, Cursor, GitHub Copilot, MCP agents, LLM-as-judge evaluation
- **BI and Analytics:** Omni, Looker, Power BI, Amplitude, Adobe Analytics, Google Analytics
- **Tagging, Consent and Attribution:** Google Tag Manager, Adobe Launch, Usercentrics, Branch.io, Meta CAPI

Education

University of Melbourne | Bachelor of Commerce, Double Major: Actuarial Studies and Finance | 2016 – 2019