Alassane Diop

Data & AI Engineer - Building what teams actually use

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Data and AI engineer with 8 years of experience.
Designing systems and implementing them with the technology that fits the context, the constraints and the people who will use them: recommendation engines, customer models, and data warehouses ready for analytics and AI.
Adoption is my focus: people should understand what I built and why, and find their own answers when I'm not in the room.

SKILLS

Ingest and model: SQL, Python, Fivetran, dbt, Dataform | **Software:** Backend architecture, API, MCP
Warehouse and serve: BigQuery, Snowflake, semantic views, Power BI, Tableau, Looker, Data Studio
AI / ML: AI agents, recommenders, semantic search, LLMs, RAG, knowledge graphs | **Cloud:** GCP, AWS, Azure, Docker

EXPERIENCE

Analytics Engineering Consultant, Adviso, Montréal
August 2026 to present

- Design and implement the data system each client mandate needs, from source to a warehouse ready for analytics
- Ingest data from wherever the client is: their data providers, the platforms they already use (SharePoint), or official APIs on a schedule (Fivetran)
- Deliver warehouses and solutions that clients use directly with their visualization and AI, with no additional engineering
- Bring clients to adoption: follow-ups, explanations, making sure what we deliver gets used

Data Scientist / ML Engineer, Browns Shoes, Montréal
July 2023 to August 2026

- Linked online traffic to in-store purchases with an attribution model, showing how the website drives sales in stores
- Personalized the weekly marketing emails for 2M+ customers with a recommendation engine over a seasonal catalog with thousands of SKUs
- Prototyped LLM and computer vision tools: an ERP migration assistant in Teams (answers from training docs, test suites from tickets), insights from ~100K customer reviews, and shoe recognition app POC for realtime product catalog exploration
- Measured the ROI of each paid channel with a Marketing Mix Model

Specialist, Customer Analytics and CRM, ALDO Group, Montréal
March 2022 to July 2023

- Targeted email and retention campaigns with churn and lifetime value models built on AWS (Redshift, Athena)
- Drove cross-sell with RFM and behavioral segments, customer scores and market basket analysis
- Gave executives a view of campaign and customer performance with QuickSight dashboards
- Prototyped an LLM tool flagging misleading product color descriptions, to reduce returns

ML Engineer, Tastet.ca, Montréal
June 2021 to June 2023

- Built the recommender behind each user's personalized weekly top 10 of restaurants, from framing the problem with the founders to a real-time API on GCP. Deployed as an event-driven pipeline with weekly retraining
- Balanced accuracy with fairness between restaurants by benchmarking ranking models on F1 and a custom equity metric (M.Sc. thesis with Mitacs & MILA prof)

Data Engineer (co-op), ADNCorp, Dakar
September 2018 to September 2020

- Prototyped a data visualization solution that became a key component of the company's SaaS offering

EDUCATION

M.Sc. Data Science & Business Analytics, HEC Montréal
Computer Engineering (M.Sc. equivalent), École Polytechnique de Thiès · Top of class