

Summary

Highly skilled Data Scientist with expertise in machine learning, data analytics, and proficiency in Python, R, SQL, and Deep Learning frameworks. Eager to leverage hands-on experience and certifications to contribute effectively to my technical machine learning/data science position. Sometimes I write about AI on medium.

Skills

Python (NumPy, Pandas, Scikit-learn, Matplotlib/Seaborn, Flask), R, SQL, PowerBI, Tableau, Deep Learning (Tensorflow, Pytorch), MLOps, NLP, Computer Vision, Big Data (Spark), AWS, GCP, Azure.

Work Experience

Procter and Gamble

Digitization Expert | Feb 2024 - Present

- Leading the digitization of processes through automation, resulting in streamlined workflows and improved efficiency across departments.
- Utilizing tools like the Power Platform, Power BI, SQL, Databricks, and ThingWorx with JavaScript to develop and implement digitization strategies, automation solutions, and data-driven insights.
- Collaborating with stakeholders to understand business requirements and translate them into actionable solutions using visualization and analysis.
- Implementing data analytics pipelines, ensuring data accuracy, accessibility, and security for informed decision-making.
- Leveraging my expertise to manage and analyze large datasets, driving actionable insights and recommendations.

Naseem Foods International

Data Analyst | Nov 2022 - Aug 2023

- Applied theoretical knowledge to implement data cleaning, analysis, and management using spreadsheets, coupled with integrated machine learning algorithms, resulting in a 15% boost in sales forecasting accuracy.
- Oversaw diverse datasets, ensuring accuracy and accessibility, resulting in a 25% improvement in data accuracy and a 20% reduction in processing time.
- Led the optimization of inventory data resources through time series forecasting techniques, including ARIMA, SARIMA, and XGBoost, resulting in streamlined processes and a notable 15% increase in overall efficiency.

Al-Nafi

Data Science Associate | Jan 2022 – Sept 2022

- Collaborated on an IBM Watson API project, achieving 25% better transcription accuracy and 20% improved subtitle generation.
- Developed KPI tracking dashboards in Google Data Studio, resulting in a 15% performance metrics increase.
- Managed 50+ datasets, improving data accuracy by 20%.
- Proficiently used data cleaning techniques, achieving a 25% reduction in errors with spreadsheets and Python.
- Enhanced data acquisition efficiency using Google Apps Script for diverse APIs.
- Attained top learner status on the Al-Nafi platform, earning an intern opportunity for coursework.

Freelance

Data Analyst (specifically for Marketing & Operations functions) | Oct 2019 – Ongoing

- Demonstrated proficiency as a freelance professional, acquiring and successfully executing over 20 small-scale projects, showcasing versatility and project management skills

Projects

[Age-Detection](#): An end-to-end deep learning project, utilizing MLflow for experiment tracking, DVC pipelines for version control, a Flask app UI, and achieving successful deployment on AWS with CI/CD streamlined via GitHub Actions.

[Phisher](#): Utilized AWS infrastructure to develop an end-to-end machine learning project achieving >95% accuracy with CatBoost/XGBoost on a dataset featuring 100+ features. Integrated MLflow for experimentation, Evidently AI for monitoring, and employed Docker, DVC, and Airflow for efficient pipeline management and AWS deployment with CI/CD/CT.

[Amazon-Reviews](#): An end-to-end sentiment analysis project employing NLP techniques on a massive dataset. Implemented preprocessing, and vectorization techniques, encapsulated in a Docker container for deployment.

Certifications

- DataCamp Data Scientist Professional
- Tensorflow Developer Specialization
- Machine Learning on Google Cloud Specialization
- Google Business Intelligence Specialization
- Google Data Analytics Specialization

Education

University of Karachi

Bachelor of Actuarial Science

Jan 2018 – Dec 2022