ABDULLAH ASHFAQ

PERSONAL INFORMATION	Contact Number : +92 335 7097479	github.com/AbdullahAshfaq ❏
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EXPERIENCES AND PROJECTS

Data Scientist - Production — *July 2020 - Jan 2022*

Afiniti ❏ (Remote)   **Tools :** Stan, R, Python, MySQL

DS Applications : Customer Segmentation, Churn Prediction, LTV Prediction

- [Behavioural Pairing] : Created and productionized models that intelligently pair customers and agents in a call center environment
- [Metric/KPI Design] : Designed metric to be used in modelling and routing calls which when optimised, would maximize clientâs revenue
- [Statistical Testing] : Used statistical tests (A/B testing, power test, hypothesis testing) to quantify impact of changes and confidence intervals around them
- [Production Monitoring] : Automated monitoring of production environment and freed time of AI Production team by 20%
- [Data Visualization] : Designed dashboards and tools to aid in identification of common issues
- [Data Pipeline] : Ensured data integrity by designing automated alerts as well as visualizations
- [Reporting] : Reported results and conveyed complex concepts in simple terms to client-facing teams
- [Communication] : Collaborated with cross-functional teams to identify business issues and translated business problems and insights into data science problems
- [Ownership] : Reviewed and signed-off on the data pipeline and models on accounts before going live

Technical Delivery Consultant/Data Scientist - Professional Services — *Jan 2022 - Sept 2023*

Totogi - Crossover for Work ❏   **Tools :** Python, Flask, GraphQL, AWS, Docker, Kubernetes

- [ETL] : Designed an ETL migration tool 30x faster than existing solutions and successfully migrated over 50 customer accounts using it
- [Software Development] : Deployed and integrated Facebook's Magma Core with Totogi OCS
- [MVP Implementation] : Designed and implemented tools and services using Python and AWS infrastructure for facilitating demos and internal teams
- [Legacy Software Upgrade] : Migrated legacy software (C/C++) from RHEL7 to RHEL8 saving the company USD 3 Million
- [API Testing] : Wrote custom tools in Python for automated monitoring and testing of companyâs opensource API

Research Intern for Machine Learning and AI — *June 2017 - June 2019*

TUKL-NUST Research and Development Center ❏   **Tools :** Vivado HLS/C++, Python, Pytorch

- Developed open-source library to create custom hardware architecture
- Restructured algorithms to achieve Hardware-Software co-optimization
- Implemented the algorithm for binarization using integral image on FPGA

SKILLS

Certifications : AWS Cloud Practitioner, AWS Solutions Architect

Databases : MySQL, Greenplum, Athena, GraphQL

DL/ML Frameworks : Pytorch, Tensorflow, Caffe, Keras, Scikit-Learn

DevOps Tools : Docker, Git, Kubernetes, Shell Scripting

ML Algorithms Used : Regression (Logistic, Polynomial, Ridge/Lasso), Classification (Logistic, XGBoost, Decision Tree, Random Forest, SVM), Clustering, Bagging, Boosting, Autoencoders, CNN, DNN, RNN, LSTM

Worked on DS Problems : Customer Segmentation, Churn Prediction, Incremental Effects

LEADERSHIP EXPERIENCE AND AWARDS

Afiniti — *2021-2022*
- — Led teams on 2 clients simultaneously which delivered up to 4% revenue gain
- — Created friendly and innovative environment in my team and personally coached struggling members

Summer@EPFL Internship Program — *June 2019 - Sept 2019*
- *Value : 1,600 USD/month. Acceptance Rate ≈ 1%*

CERN Openlab Internship Program (2x)- PASSED — *2019 and 2020*
- *Value : 2,600 USD/month. Acceptance Rate ≈ 7.5%. (Cancelled in 2020 due to Coronavirus pandemic)*

US Dept. of State Global UGRAD Exchange Scholarship — *2018*
- — Represented Pakistan in a program with 2% acceptance rate based on leadership skills

Gold Medal in High School and Merit Scholarships in College — *2015-2020*

EDUCATION

Masters in Science-Data Science — *2023 - 2025*

Halicioglu Data Science Institute, UC San Diego

Bachelor of Electrical Engineering — *2015 - 2020*

Knowledge Area - Computer Engineering

SEECS, National University of Sciences and Technology (NUST), Islamabad, Pakistan