

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 data analyst/data science position. Sometimes I write about AI on Medium.

Skills

Python, R, SQL, PowerBI, Tableau, Deep Learning, MLOps, NLP, Computer Vision, Big Data (Spark), AWS, GCP, Azure.

Work Experience

Procter and Gamble

Digitization Expert | Feb 2024 - Present

- Spearheaded the digitization of processes across departments, achieving a 30% reduction in process cycle times and a 15% boost in overall efficiency.
- Developed automation solutions using the Power Platform, SharePoint, resulting in a 35% decrease in manual errors.
- Designed and implemented a predictive machine learning system for daily plant safety with a 94% forecasting accuracy, reducing potential incident risks by 20%.
- Engineered data pipelines and built multiple dashboards—such as the micro control state visualization, plant electrical usage analysis, and a quality dashboard monitoring over 50 KPIs—that collectively improved decision-making speed by 40% and increased production planning accuracy by 50%.
- Developed and collaborated on interactive regional and global dashboards using Power BI, SQL, and Databricks. These dashboards provided real-time insights, boosting resource allocation efficiency by 15% and contributing to strategic operational decisions.
- Leveraged large language models (LLMs) to summarize extensive text corpora (over 10,000 data entries), reducing analysis time by 60% and streamlining the identification of root causes and corrective actions.
- Conducted daily dollar rate analysis using real-time exchange rate data to forecast profit and loss scenarios.

Naseem Foods International

Data Analyst | Nov 2022 - Aug 2023

- Implemented data cleaning, analysis, and management with spreadsheets and machine learning, boosting sales forecasting accuracy by 15%.
- Managed diverse datasets, enhancing data accuracy by 25% and cutting processing time by 20%.
- Optimized inventory data using ARIMA, SARIMA, and XGBoost, increasing overall efficiency by 15%.

Al-Nafi

Data Science Associate | Jan 2022 – Sept 2022

- Collaborated on an IBM Watson API project, improving transcription accuracy by 25% and subtitles by 20%.
- Created KPI dashboards in Google Data Studio, boosting performance metrics by 15%.
- Managed 50+ datasets, raising data accuracy by 20%, and utilized spreadsheets and Python for data cleaning to reduce errors by 25% while enhancing data acquisition efficiency with Google Apps Script across multiple APIs.

Freelance

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

- Demonstrated proficiency as a freelance professional, acquiring and successfully executing over 30 small-scale projects, showcasing versatility and project management skills

Projects

[Age-Detection](#): End-to-end DL project using MLflow, DVC, and a Flask UI; deployed on AWS with CI/CD 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](#): End-to-end NLP sentiment analysis with robust preprocessing, vectorization, and Docker-based 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

Dec 2022