

AmirHosein Hasanli

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EDUCATION

Gisma University of Applied Science

MSc. Data Science, AI and Digital Business

Germany, Berlin

May. 2024 – now

Gulian University

BS. Urbanism Engineering

Iran, Rasht

Sep. 2016 – May 2020

EXPERIENCE

Data Scientist

Madar and Adib Carpet Cleaning Service Ltd

Oct 2023 – March 2024

Iran, Tehran

- leveraged Python to harness customer big data, driving strategic sales growth during peak Nowruz seasons
- By analyzing patterns and forecasting customer needs, I enhanced service efficiency and improved customer care, ultimately boosting engagement and service retention
- Explored ways to visualize GitHub collaboration in a classroom setting

Data Analyst

Samen Ferforge Nowshahr

April 2022 – Sep 2023

Iran, Tehran

- Managed and transformed a vast dataset of over 500,000 global customers, meticulously cleaning and analyzing data to reveal valuable insights
- Uncovered patterns in customer behavior, enabling the creation of highly targeted marketing campaigns that resonated across diverse demographics
- Translated raw numbers into actionable strategies, turning trends into opportunities for business growth and personalized customer engagement

PROJECTS

Customer Data Analysis for Carpet Cleaning Service | Python, SQL, Power BI

Oct 2023 – Mar 2024

- Developed data models to analyze customer behavior and forecast demand trends during peak seasons.
- Utilized Python for data preprocessing and SQL for efficient querying of large customer datasets.
- Built interactive Power BI dashboards to visualize customer retention patterns and sales performance.
- Enhanced service efficiency and customer engagement by leveraging predictive analytics.

Large-Scale Customer Insights for Ferforge Company | Python, SQL, Power BI, ArcGIS

Apr 2022 – Sep 2023

- Managed and cleaned a dataset of over 500,000 global customers to extract actionable insights.
- Identified customer behavior patterns to create targeted marketing strategies, improving conversion rates.
- Used ArcGIS for spatial analysis of customer distribution and regional sales performance.
- Developed automated reporting tools using Power BI for business intelligence and strategic planning.

Banking Customer Churn Prediction | Python, Kaggle, Scikit-Learn, XGBoost

Jan 2024 – Present

- Developed a machine learning model to predict customer churn using real-world banking data from Kaggle.
- Performed exploratory data analysis (EDA) to identify key features influencing customer retention.
- Implemented and compared multiple ML models (Logistic Regression, Random Forest, XGBoost) to improve prediction accuracy.
- Optimized hyperparameters using GridSearchCV, achieving a high F1-score for better churn classification.
- Visualized results using Matplotlib and Seaborn, providing actionable insights for customer engagement strategies.

TECHNICAL SKILLS

Languages: Python, C /C++, SQL (MySQL), HTML/CSS

Frameworks: Flask, WordPress

Developer Tools: Git, Docker, Google Cloud Platform, VS Code, Visual Studio, Jupyter Notebook, Linux

Libraries: pandas, NumPy, Matplotlib, SeaBorn, Tensflow, Optuna, Sklearn