

Areeb Ullah Ansari

Data scientist with a year of experience in developing predictive models and data-driven solutions for business problems. Skilled in statistical analysis, machine learning, data visualization, and programming. Expertise in working with large datasets. Strong communicator and team player with a track record of delivering high-quality results on time and within budget

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SKILLS

Coding Skills:

Python C++ R LATEX SQL Pandas

Numpy Tensorflow GGplot2 Scikitlearn

Matplotlib Tidyverse GIT Seaborn

Power BI Excel Plotly

Machine Learning Skills:

Deep Learning NLP Regression Analysis

Supervised Learning Unsupervised Learning

CERTIFICATES AND SPECIALIZATIONS

Introduction to Artificial intelligence by Andrew Ng,
Deep Learning Specialization by Andrew Ng ,
Introduction to Git and Github,
Data Structures,
AtoZ Mastery in SQL

WORK EXPERIENCE

Data Scientist

Media Idee · Jan 2022 - Present

- Preprocessed and wrangled engagement data of 10,000 customers to develop statistical models to predict audience behavior and provide insights into which content is most likely to be popular -to help tailor advertising strategies.
- Create recommendation systems that suggest content to users based on their interests and preferences to help increase user engagement and conversion rate by 15% and 24% respectively.
- Analyzed data from various sources such as social media, customer feedback, and website traffic to identify patterns and insights to help increase customer retention rate by 29%

Tools Used: Jupyter Notebook, Visual Studio, PyCharm, Python, Valentina Studio

Assistant Manager

K-Electric · Oct 2018 - Aug 2021

- Analyzed large volumes of energy-related data from various sources, such as more than 10,000 smart meters and 100,000 transformers, using statistical models and machine learning algorithms to extract insights and identify patterns in the data to increase distribution efficiency by 22.3%
- Wrangled 3,500 customer files, identified relevant variables, and used statistical modeling and machine learning techniques to develop and implement accurate and reliable predictive models to forecast energy demand and supply, equipment failures, and other relevant metrics. .
- Used classification algorithms to perform feature selection and identify the most important variables that impact energy usage or equipment failures. This helped guide decision-making and prioritize investments in equipment maintenance or upgrades, resulting in 18% improvement in reliability and reduced downtime by 2 hour/day.
- Collaborated with other teams such as engineering, operations, and finance to understand their needs and develop solutions to address their challenges.
- Used Power BI to monitor the performance of critical equipment such as generators, transformers, and distribution lines.

Tools Used: Excel, Rstudio, VS code, Power BI, Machine Learning, Data analytics, MATLAB, Simulink, Jira

EDUCATION

M.Eng Electrical and Computer Engineering

University of Waterloo

Specialization: Artificial Intelligence and Machine learning, GPA: **86%** Apr 2023

Courses: Tools of Intelligent System, Foundation of Software Engineering, Statistical Method for Data Analysis, Data and Knowledge Modeling and Analysis, Algorithm Design and Analysis

Bachelors of Engineering

NED University of Engineering and Tech

October 2018

Field: Electrical engineering , CGPA: **3.795**

Courses: Computers and Programming, Data Structures and Algo, Probability and Statistic

PROJECTS

- Determining Factors impacting housing Prices in Melbourne:** Identification of critical factors that affect Price can provide important insights into the real estate market which can be extended to learn future trends as well. This knowledge helped assist buyers in making informed decisions regarding affordability and prioritizing features while making a purchase. It also helped legislators in policy making regarding housing.
- Customer Segmentation using unsupervised learning model:** Used K-means clustering to segment customers for a local retail company having 1 million customers. Identified distinct groups of customers based on their purchasing behavior, in order to tailor marketing and sales efforts to each segment. Performed data preprocessing, exploratory data analysis, and implemented the K-means algorithm using Python and the Scikit-learn library. The resulting customer segments were then visualized and interpreted, and recommendations were provided to the company for how to target each segment which helped increase retention rate by 30%
- Efficient Traffic Surveillance (Vertex Cover Problem) using SAT Solvers:** Created a random street generator which generated a network of intersecting streets (a graph with vertices & edges). Computed polynomial time reduction of vertex cover problem to CNF- SAT. Used MiniSat SAT solver to compute the minimal vertex cover

Skills Learnt: Data Collection, Data aggregating, Data transformation, Data Cleaning, Exploratory Data Analysis, Feature Engineering, Model Selection, Model Evaluation, Model interpretation, Classification