Asad Ali

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Work Experience

GFK Nuremberg, Germany

Working Student April 2022 - present

- Analyzed various data sets, with a key focus on developing sales predictions for the Amazon Marketplace Initiative
- Performed statistical testing and analysis to validate and refine Customer insight metrics.

ActiveBas Remote

Data Scientist August 2020 - October 2021

- Utilized Machine Learning models to optimize energy consumption in buildings, using HVAC temperature controls, resulting in significant cost savings and improved sustainability
- Implemented CI/CD pipelines to deploy and enhance machine learning models

Sleepare Remote

Data Scientist September 2019 - July 2021

- Developed a machine learning model leveraging Google Search Console data to predict click-through rates (CTR) for specific keywords relating to Mattress stores.
- Designed and implemented a bot using Genetic Algorithm methodology to identify and select top-performing keywords and simulate user searches on Google, effectively boosting organic traffic to the store website.

Projects

Siamese Network based Image Similarity for Instagram Posts InstaModel

Developed a Siamese network using Contrastive Loss in Pytorch to find similar posts on Instagram. The similarity metric developed also uses Pose estimation to help uncover similar images, revealing trends in how places are photographed and shared.

Random Forests based Energy Prediction for C++ Programs CEnergy

Utilized ensemble models to predict the energy consumption of C/C++ programs without execution, employing control flow graphs as features. Leveraging scikit-learn for model training and testing, Flask for API deployment, and Electron.js for the frontend

Education

Masters (AI) at **FAU, Erlangen-Nuremberg** 2022 - present
Bachelor's (CS) at **FAST-NUCES, Pakistan** 2015 - 2019

Skills

General Skills Machine Learning, Deep Learning, Data Visualization, Statistical Analysis, Pattern Recognition, CI/CD, Agile Methadologies

Technical Skills Python,Golang, Pytorch, Numpy, Pandas, Plotly, Git, OpenCV, Docker, SQL