Asad Ali

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SUMMARY

Experienced Data Scientist with a strong background in developing and deploying machine learning models to optimize business processes, predict sales trends, and enhance digital marketing strategies. Currently pursuing a Master's degree in Artificial Intelligence at FAU, Erlangen-Nuremberg.

WORK EXPERIENCE

GFK   Nuremberg, Germany

Working Student   April 2022 - present

– Worked as a key member of a data science team to design and implement machine learning models for forecasting sales trends on the Amazon Marketplace
– Conducted thorough statistical testing using A/B testing, chi-square tests, and t-tests to validate customer behavior insights
– Created interactive dashboards and visualizations using Python and Power BI to present key findings to stakeholders
– Performed extensive EDA to understand the underlying patterns and relationships within the sales data

ActiveBas   Remote

Data Scientist   August 2020 - October 2021

– Utilized Machine Learning models like XGBoost and Deep Neural Networks to optimize energy consumption in buildings, using HVAC temperature controls, resulting in significant cost savings and improved sustainability
– Used techniques such as cross-validation, hypothesis testing, and confidence intervals to ensure the robustness and generalizability of models
– Designed and implemented CI/CD pipelines using tools such as Jenkins, Docker, and Kubernetes to automate the deployment and monitoring of machine learning models

Sleepare   Remote

Data Scientist   September 2019 - July 2021

– Created a machine learning model using Recurrent Neural Networks (RNNs) and Ensemble models to predict Google click-through rates (CTR) for specific keywords related to mattress stores
– Leveraged Google Search Console data to train the model, achieving a significant improvement in CTR prediction accuracy
– Designed and implemented a bot using Genetic Algorithm 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 ResNet backbone to find similar posts on Instagram using Image Similarity and Pose Estimation
- Trained the Network levering Triplet Lose in PyTorch using a scraped Datase using OpenPose for pose estimation, acheving a validation accuracy of 76%

Distributed Password Cracker and Profiler [Brutus]
- Worked on creating a Distributed Password hash cracker using MPI for synchronization between nodes
- Used langchain for deploying a Retrieval Augmented Generation which utilizes Large Language Models and the context about the user to generate potential password combinations

Keyword based Twitter Sentiment Analyzer [TweetBot]
- Created a Support Vector Machine based Sentiment analyzer trained on Sentiment140 Dataset
- The Sentiment Analyzer uses multiple keywords from user input and generates a comparative analysis of the tweets
- Used Streamlit for front end, postgres database and scikit-learn for model training

Random Forests based Energy Prediction for C++ Programs [CEnergy]
- Worked on creating a Machine Learning model to predict the energy consumption of C/C++ Programs using Control flow graphs
- Used Scikit-learn for model training and validation, Flask for API 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, EDA, Statistical Analysis, Pattern Recognition, CI/CD, Agile Methodologies
Technical Skills	Python,Golang, Pytorch, Langchain, Numpy,Pandas, OpenCV, Plotly, Git, Docker, SQL

LANGUAGES

Fluent in English (written and spoken)