

# Mohd Atif

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## Summary

Data Scientist / Analyst with hands-on experience in Python, SQL, machine learning, and dashboarding. Proven track record converting 100K+ transactional records into actionable insights, building production-ready ML models, and automating reporting pipelines. Strengths include feature engineering, model evaluation (AUC, F1), ETL automation, and visual analytics.

## Technical Skills

**Languages & Libraries:** Python, SQL, R, MATLAB, scikit-learn, TensorFlow, XGBoost

**Data & Tools:** BigQuery, Snowflake, dbt, Airflow, Power BI, Tableau, Looker Studio, Streamlit, Flask

**Engineering & Infra:** APIs, Git, Docker (familiar), ETL pipelines, deployment (Flask/Streamlit)

**Analytics & ML:** EDA, Feature Engineering, Regression, Classification, Clustering, Cross-validation, A/B testing, KPI tracking

## Professional Experience

### Data Analyst Intern

*Arabania Indo-Arabic Restaurant*

*June 2024 – May 2025, Lucknow, UP*

- Analyzed 100K+ sales and customer records using Python and SQL to identify high-margin SKUs and seasonal demand.
- Performed ABC classification and margin analysis increasing gross margins by 15 percent.
- Built automated Power BI dashboards and Python/SQL ETL scripts, reducing reporting time by 30 percent.
- Supported operations in optimizing purchasing, reducing food waste by 20 percent.
- Implemented KPI tracking and cohort funnels for ops and finance teams.

## Projects

### Smart City Analytics Dashboard

[Project Link](#)

*Python, Streamlit, APIs, ETL*

- Built a real-time dashboard combining traffic, weather, and pollution APIs; automated ingestion of 50K+ daily data points.
- Designed modular ETL pipelines with anomaly detection and incident alerts for city operations.

### System Threat Forecaster (IIT Madras)

[Competition Link](#)

*scikit-learn, Feature Engineering*

- Developed classification model achieving 82
- Focused on data cleaning, feature selection, SMOTE for imbalance handling, and evaluation using AUC/F1.

### Shravan — Digital Health Solution

[Live App](#)

*Flask, APIs, RAG Chatbot*

- Engineered appointment workflows and a retrieval-augmented chatbot; built Flask APIs for scheduling and automated notifications.
- Reduced manual booking overhead and improved patient follow-up via automated reminders and logging.

### Influencer Engagement Platform (v2)

[Live Platform](#)

*Vue 3, Flask, Dashboarding*

- Developed platform enabling 50+ brand-influencer collaborations with real-time campaign analytics and reporting APIs.
- Implemented campaign tracking metrics and dashboards to measure engagement, conversions, and ROI.

## Certifications & Achievements

### Certifications:

Google Data Analytics Specialization; Prepare Data for Exploration (Google); Process Data from Dirty to Clean (Google); Intro to Microsoft Excel (Coursera).

### Achievements:

- Ranked **627/2000+** in an IIT Madras Kaggle competition.
- Led a 4-member team to deploy a full-stack product; automated pipelines saved **30%** recurring effort.

## Education

Indian Institute of Technology, Madras

*Sept 2022 – Dec 2025*

B.S. in Data Science and Applications