

# Faisal Hakimi

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## WORK EXPERIENCE

### Bright Network - Product Management Intern

July 2024 - July 2024

#### Internship Experience UK (IEUK)

- Formulated a strategic 6-month road map for RunWize, an innovative running app.
- Optimized user experience by introducing flexible goal-setting, customizable training plans, and comprehensive post-run analysis.
- Increased user engagement by integrating advanced training features and organizing regular challenges.
- Accelerated subscription growth by leveraging unique value propositions and continually refining app features.
- Engaged with a diverse network of 3,947 members on the Guild app, gaining valuable insights from professionals across the globe.

### Machine Learning Intern | CodeAlpha Internship Program

February 2024- March 2024

- **Leveraged machine learning techniques** to develop solutions for various business problems, including:
  - **Credit risk assessment:** Developed a credit scoring model to predict the creditworthiness of loan applicants using historical financial data and classification algorithms ( logistic regression, decision trees). This project involved data acquisition, cleaning, feature engineering, model training, and evaluation to ensure accurate loan approval decisions.
  - **Data Preprocessing Expertise:** Increased model accuracy by 20% through data cleaning techniques (missing value imputation, outlier detection, normalization) ensuring high-quality, consistent datasets.
- **Machine Learning Pipeline Proficiency:** Gained experience in the entire machine learning pipeline, including feature engineering, model selection/training, and evaluation using relevant metrics.

## PROJECTS

### National Sales Performance and Regional Analysis -Power BI Dashboard

- Analyzed national sales data using Power BI to uncover key trends and generate actionable insights on factors influencing regional performance (customer demographics, product preferences, marketing effectiveness).
- **Technologies Used:** Power Bi, Excel

### Customer Churn Analysis and Prediction in Telecom - Machine Learning

- Implemented data manipulation techniques and performed exploratory data analysis (EDA) to understand customer churn patterns in a telecom datasets.
- Developed a high-accuracy customer churn prediction model using machine learning algorithms (Logistic Regression, Random Forest, XGBoost) built with Python libraries.
- Achieved a model accuracy of 85% in predicting customer churn.
- **Technologies Used:** Python (Pandas, Matplotlib, Scikit-learn)

### RunWize Road-map Project

#### Bright Network

- **Objective:** Enhance user experience, boost engagement, and drive subscription growth.
- **Key Activities:**
  - Implemented flexible goal-setting, customizable training plans, and detailed post-run analysis.
  - Introduced advanced training features and regular workout challenges to foster a vibrant user community.
- **Outcome:** Successfully created a comprehensive 6-month road-map, leading to improved user satisfaction and increased subscription rates.

## EDUCATION

### Institute of Management Sciences (IM|Sciences)

October 2022- Present

Bachelor of Computer Science – CGPA 3.58/4.0

### Atom Camp

January 2024- April 2024

A comprehensive program with a focus on data science, including data cleaning, EDA, and visualization.

### Atom Camp

June 2024 - July 2024

A 2-month intensive training program focusing on advanced AI techniques, including machine learning, deep learning, computer vision, and natural language processing (NLP).

## SKILLS

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- Programming Languages: Java; C++; Python; CSS/HTML
- Programming Concepts: Object-oriented programming; Data structures.
- Databases & Analytic: MySQL; Power BI; Data wrangling
- Data Science: Exploratory Data Analysis (EDA); Data visualization; Advanced Excel; GIS (Geographic Info Systems)
- Advanced AI Techniques: Machine learning; Deep learning; Computer vision; Natural Language Processing (NLP)

## CERTIFICATIONS

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- **Data Science Certificate - AtomCamp**  
Completed a 6-month program focused on data science, covering data cleaning, EDA, machine learning, and data visualization using Python, Power BI, and Excel.  
**Credential:** <https://credsverse.com/credentials/42df3414-5bcf-4e6c-9d00-bf242e3c79f5>
- **Technology on Demand Certificate - Bright Network IEUK**  
Earned through the IEUK program, covering emerging technologies and their applications in various industries through workshops and projects.  
**Credential:** [https://www.brightnetwork.co.uk/certificates/ieuk-2024-technology-on-demand\\_vwlcbjnmnteyjq/](https://www.brightnetwork.co.uk/certificates/ieuk-2024-technology-on-demand_vwlcbjnmnteyjq/)

## LEADERSHIP/EXTRACURRICULAR

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- **Event Coordinator and Organizer At Artscape Carnival(IMS)** Organized Artscape Carnival, showcasing strong leadership and organizational skills. Managed logistics, coordinated activities, and ensured seamless execution.
- **Participant At Iqra Youth Development Conference** Iqra Youth Dev. Conf. on youth empowerment & community building fostered personal & collective growth.
- **Participant At Blood Cancer Awareness Campaign** Blood Cancer Awareness Campaign webinar boosted communication, teamwork & community engagement skills, enriching my social impact & professional profile.