

Ihtisham Mehmood

Data Scientist | Data Analytics Professional | Analytics Engineer

📍 Multan 📞 03005613444 📧 ahtasham.marra12@gmail.com 🔗 <https://ihtishammehmood.github.io/>

◦ Skills ◦

Data Analysis

Financial Modeling

Company Valuation

Microsoft Excel

Machine Learning

SQL

Python

Data Visualization (Tableau, Power BI)

◦ Certifications ◦

Machine Learning Specialization

University of Washington

Google Data Analytics Professional Certificate

Google

Data Analytics Essentials

Cisco Networking Academy

Python Essentials 1&2

Cisco Networking Academy

Financial Modeling & Valuation

Career 365

Management Trainee Officer

Allied Bank Ltd

2022-11-22

◦ Interests ◦

Photography

Video Games


Movies


◦ Languages ◦


English


Expert

Profiles

 Ihtisham Mehmood
LiknedIn

 Ihtisham mehmood
Github

 Ihtisham Mehmood
Kaggle

 Ihtisham
Tableau

Summary

Accomplished in data science, analytics, and engineering, I excel in leveraging data-driven insights to inform strategic decisions. Proficient in analyzing large datasets, developing predictive models, and implementing analytics solutions, I possess strong programming skills in Python, R, and SQL. With expertise in machine learning algorithms and data visualization tools, I effectively communicate findings to drive business growth. Committed to continuous learning and collaboration, I thrive in dynamic environments, delivering high-quality results and exceeding expectations.

Projects

Stock Prediction with LSTM

Developed a stock prediction project leveraging the LSTM (Long Short-Term Memory) approach, a type of recurrent neural network (RNN), to forecast stock prices. I've also written an article about it mentioning all the steps for creating prediction model

- The goal of this project is to predict the stock movement of big tech companies
- The RMSE (root mean squared error) of this model is 3.93, which is fairly good.

 [link](#)

Pneumonia classifier

- Developed a web application using Streamlit framework to classify pneumonia from chest X-ray images.
- Utilized transfer learning with a pre-trained CNN (such as VGG16 or ResNet) to extract features from the X-ray images.
- I've also drafted an article about it

 [Webapp](#)

Advanced Exploratory Data Analysis in Python

Conducted an in-depth Exploratory Data Analysis (EDA) on a dataset comprising social media data, utilizing advanced statistical techniques and visualization methods in Python.

- The goal of this project is to understand the social media algorithms to reach the maximum audience

 [Link](#)

Portfolio Website

It's my portfolio website where I've shown some of my great projects.

data analytics, data science, tableau, powerBI, Excel, artificial intelligence

 [Portfolio](#)

Publications

Microsoft Fabric
LindedIn

In my article, I explored the potential of Microsoft Fabric, an all-in-one analytics solution designed to simplify data management and unlock actionable insights for organizations

[Link](#)

Education

University of Lahore
Finance
MBA
Sep 2019 - Feb 2021

Bahauddin Zakariya University
Banking and Finance
BBA
Oct 2015 - Nov 2019

Experience

Ahsan and Co Chartered Accountants
Data Analyst
Lahore
Sep 2019 - Mar 2023

- Conducted data cleansing and validation processes, ensuring data accuracy and integrity for critical business decisions.
- Developed and maintained automated data pipelines, reducing manual processing time by 30%.
- Created interactive dashboards and reports in Tableau for stakeholders, improving data-driven decision-making processes.
- Extracted, cleaned, and analyzed large datasets using SQL, Python, and Excel to identify trends, patterns, and anomalies.
- Collaborated with marketing team to identify customer segments for targeted campaigns, leading to a 20% increase in conversion rates.
- Developed predictive models using machine learning algorithms, optimizing inventory management, and reducing costs by 15%.
- Produced insightful reports and dashboards, facilitating informed decision-making at both operational and executive levels.

KENZ ADVERTISING
Senior Analyst
April 2023 - Nov 2023

- Conducted in-depth market research and trend analysis to identify target audiences and inform strategic advertising decisions.
- Utilized data visualization tools to present actionable insights to internal teams and clients, facilitating informed decision-making.
- Generated comprehensive reports on campaign performance, including key metrics such as click-through rates, conversion rates, and return on investment (ROI).
- Utilized statistical techniques to perform predictive modeling and forecasting, resulting in a 15% increase in sales.
- Helped companies predict customer churn

Volunteering

KPMG (AUS)
Data Analytics Consulting Virtual Internship
Remote

Took Part in the KPMG Data Analytics Consulting Virtual Internship program

Task Completed

- Data Quality Assessment
- Data Insights
- Data Insights and Presentation

[Verification](#)