

# Ihtisham Mehmood

Data Analyst | Accountant | Financial Analyst

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## ◦ Skills ◦

Data Analysis

Financial Modeling

Microsoft Excel

Machine Learning

SQL

Python

Data Visualization (Tableau, Power BI)

Resilience and Adaptability

Critical thinking

Problem Solving

Emotional intelligence

Effective Communication

## ◦ Certifications ◦

McKinsey Forward

McKinsey & Company

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

Udemy

Accounting Fundamentals

Corporate Finance Institute

Master Key Financial Analyst Skills

Linkedin

## ◦ Interests ◦

Photography

Video Games

Movies

## ◦ Languages ◦

English

Expert

## Profiles

📌 [LinkedIn](#)

📌 [Github](#)

📌 [Kaggle](#)

📌 [Tableau](#)

## Summary

Experienced professional with over 2+ years of expertise in data science, analytics, and financial reporting & analysis. I am proficient in Python, SQL, and machine learning algorithms. Skilled in analyzing large datasets, developing predictive models, and implementing analytics solutions. Adept at communicating findings to drive strategic business decisions. Committed to continuous learning and collaboration, excelling in dynamic environments to deliver high-quality results.

## Experience

### KENZ ADVERTISING

Data Analyst

Lahore

Jul 2023 - Dec 2023

- Conducted in-depth analysis of advertising campaigns to optimize performance, resulting in a 10% increase in click-through rates.
- Developed and implemented data visualization techniques to improve data interpretation and communication across departments, reducing time-to-insight by 25%.
- Collaborated with marketing teams to refine audience segmentation strategies, leading to a 10% improvement in campaign ROI.
- Implemented A/B testing methodologies, resulting in a 15% increase in click-through rates for targeted advertisements.

### Ahsan and Co Chartered Accountants

Data Analyst

Lahore

Apr 2021 - Jun 2023

- Analyzed large datasets using advanced statistical methods to derive actionable insights for strategic decision-making.
- Developed and implemented data visualization techniques that improved data interpretation and communication across departments.
- Led a team in creating predictive models that increased accuracy in forecasting sales by 15%.
- Collaborated with cross-functional teams to streamline data collection processes, resulting in a 20% reduction in data processing time.

## Education

### University of Lahore

Finance

MBA

Sep 2019 - Feb 2021

### Bahauddin Zakariya University

Banking and Finance

BBA

Oct 2015 - Jul 2019

## Microsoft Fabric LinkedIn

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](#)

## Projects

### Stock Prediction with LSTM

- Implemented LSTM (Long Short-Term Memory) model architecture using TensorFlow and Keras libraries.
- Achieved 3.39 (RMSE) root mean squared error in predicting stock price movements.

[Click here](#)

### Customer Churn Prediction

- Analyzed bank data to identify customer churn patterns and trends
- Applied exploratory data analysis techniques to uncover insights and relationships between variables
- Developed predictive models to forecast customer churn using machine learning algorithms
- The proportion of correct predictions made by the model. In this case, the accuracy is 0.823, which means that the model correctly predicted 82.3% of the test data points.

[Click here](#)

### CreditBook(CaseStudy)

- Analyzed a lending app case study using data analysis techniques
- Evaluated the impact of interest rates and loan terms on user behavior
- Created a report outlining findings, recommendations, and potential impact
- Utilized data visualization tools to communicate insights effectively

[Click here](#)

### SQL

- Performed SQL queries to extract and manipulate data
- Analyzed data to identify trends, patterns, and insights
- Continuously improved SQL skills through practice and learning.

[Click here](#)

### PowerBI

- Designed and implemented visually appealing and user-friendly reports to display key performance indicators (KPIs) and metrics.
- Integrated multiple data sources and performed data transformations to ensure accurate and comprehensive analysis.

[Click here](#)

## Volunteering

### KPMG (Australia)

Data Analytics Consulting Virtual Internship  
Remote

#### Task Completed

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

[Verification](#)