

# Ihtisham Memood

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## DATA SCIENTIST | DATA ANALYST

Data Scientist and Analyst with expertise in data visualization, data analysis, Machine learning and A/B Testing. Proficient in leveraging advanced analytics tools to transform raw data into actionable insights. Proficient at using Python, SQL, Excel, Power BI, and Tableau. Committed to accuracy and innovation in driving data-driven decision-making. Eager to apply strong analytical skills to solve complex problems and contribute to innovative projects.

## KEY COMPETENCIES

Python	Tableau & Power BI	Resilience & Adaptability
SQL & ETL	A/B Testing	Problem-Solving
MS Excel	Data Analysis	Analytical Thinking
Data Visualization	Machine Learning & Deep Learning	Emotional Intelligence

## PROFESSIONAL EXPERIENCE

**Kenz Advertising** Jun 2023–Sept 2024  
**Data Analyst**

- Implemented A/B testing methodologies, resulting in a 15% increase in click-through rates for targeted advertisements.
- Analyzed and interpreted advertising campaign data to optimize marketing strategies and improve ROI.
- Developed data-driven insights by leveraging advanced statistical techniques and tools like SQL, Excel, and Python.

**Allied Bank Ltd** Jul 2022–May 2023  
**Branch Service Officer**

- Managed customer relationships to ensure high satisfaction levels.
- Utilized CRM software to track and manage customer interactions.
- Opened and managed customer accounts, ensuring compliance with banking regulations.

**Ahsan & Co Chartered Accountants** Jun 2021–Jun 2022  
**Data Analyst**

- Created visually compelling data visualizations and interactive dashboards using tools like Tableau and Power BI to communicate complex insights clearly.
- Collaborated with cross-functional teams to streamline data collection processes, resulting in a 20% reduction in data processing time.
- Developed predictive models that increased accuracy in forecasting sales by 15%.

PROJECTS	CERTIFICATIONS		EDUCATION
<b>Machine Learning</b> <ul style="list-style-type: none"><li><a href="#">Pneumonia Classifier</a></li><li><a href="#">RAG Based ChatBot</a></li></ul>	<b>Python Essentials 1&amp;2</b> Cisco	<b>Data Analytics Essentials</b> Cisco	<b>University of Lahore, Lahore</b> MBA in Finance Sep 2019 - Feb 2021
<b>Data Analysis</b> <ul style="list-style-type: none"><li><a href="#">Credit Lending</a></li><li><a href="#">Orders Forecasting</a></li><li><a href="#">Stock price prediction</a></li></ul>	<b>Google Data Analytics Professional Certificate</b> Google	<b>Machine Learning Specialization</b> University of Washington	<b>Bahauddin Zakariya University, Multan</b> BBA in Banking & Finance Oct 2015 - Jul 2019
<b>Data Visualization</b> <ul style="list-style-type: none"><li><a href="#">Tableau</a></li><li><a href="#">PowerBI</a></li></ul>	<b>KPMG</b> Data Analytics Virtual Internship. <a href="#">Verification</a>	<b>McKinsey &amp; Company</b> Apprenticeship <a href="#">Verification</a>	