Muhammad Abdullah Riaz

Driving Growth with Data-Driven Strategies

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SUMMARY

Data Analyst & Scientist adept at translating intricate data into actionable insights. Proficient in analytics, visualizations, and leveraging machine learning for informed decision-making. Skilled in revealing patterns, empowering strategic business enhancements through data-driven approaches.

EXPERIENCE

Associate Software Developer — *OCloud Solutions*
Projects: - — *July 2022–June 2023*

- **Murray Aronson Website**: Built dynamic Next.js site with real-time data analysis and API integration. Optimized performance & UX via Google Analytics, leading to faster loading times.
- **E-commerce Clothing Website**: Analyzed customer behavior (clicks, sessions, etc.) using Firebase & Python. Visualized insights to improve user journeys & engagement through targeted campaigns and website optimization.
- **Virtual Escape (Game Base Website)**: Led full-stack development with React UI, MongoDB backend, JWT auth & private routing. Honed collaborative coding & version control skills, showcasing full-stack expertise & security focus.

Junior Data Analyst *(Internship)* — *Qbatch Software House*
Projects: - — *September 2021– June 2022*

- **Automatic Reed Pick Glass**: Developed mobile app using OpenCV & image analysis for automated fabric data extraction (warp/weft, color, dimensions) in quality control using smart phone camera.
- **Quarterly Sales Report:** Developed an interactive Power BI dashboard to visualize and analyze quarterly sales data, demonstrating strong proficiency in Power BI for enhancing real-time performance tracking and strategic decision-making.
- **Covid WHO Vaccination Analysis:** Developed a Power BI dashboard for analyzing global Covid-19 vaccination data, showcasing expertise in data integration and visualization to track vaccination progress effectively.

EDUCATION

Bachelor of Computer Science — *August 2018 – July 2022*
National University of computer and emerging sciences (FAST)

TECHNICAL SKILLS:

- **Data Analysis & Visualization:** Statistical Analysis & Modeling, Machine Learning (supervised, unsupervised and reinforcement), Data Exploration, Cleaning, & Transformation, Feature Engineering, Microsoft Excel & Power BI, SQL, Data Wrangling & Pattern Recognition, Deep Learning.
- **Programming Languages**: Python (NumPy, pandas, scikit-learn, etc.) C/C++.
- **Project Management:** GitHub/Bitbucket, JIRA/Trello.

SOFT SKILLS:

- Problem-Solving
- Adaptability and Continuous Learning
- Attention to Detail
- Creativity and Curiosity

CERTIFICATION

Harnessing the Power of Data with Power BI *by Microsoft* - Coursera (May 2024)
Python for Data Science and Machine Learning (October 2023).
Additional Certifications: E-commerce Management (2021), Web Design (Adobe XD, 2020), Graphic Design (Illustrator, 2019).