

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.

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
- Critical Thinking
- Adaptability and Continuous Learning
- Attention to Detail
- Business Acumen
- Creativity and Curiosity

EXPERIENCE

Junior Data Analyst

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.

Associate Software Developer *(Part Time)*

Qbatch Software House

Projects: -

September 2020– June 2022

- **Automatic Reed Pick Glass:** Mobile app using OpenCV & image analysis for automated fabric data extraction (warp/weft, color, dimensions) in quality control.
- **Kaggle's Titanic Challenge:** Built top-ranking predictive models with Scikit-Learn (KNN, trees) & feature engineering, showcasing data analysis & ML expertise.
- **Face Detection & Recognition:** Explored Haar Cascades, HOG, and CNNs for accurate face detection (even in challenging conditions) and eye/landmark recognition.

EDUCATION

Bachelor of Computer Science

August 2018 – July 2022

National University of computer and emerging sciences (FAST)

CERTIFICATION

Creative Designing in Power BI by Microsoft (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).