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| Muhammad Abdullah Riaz  *Driving Growth with Data-Driven Strategies* | **Email:** abdullah.riaz82@gmail.com  **Phone No:** (908) 944 0123  **LinkedIn:** [linkedin.com/in/mabdullahriaz](https://www.linkedin.com/in/mabdullahriaz) |

**SUMMARY**

Data Analyst & Scientist skilled in transforming complex data into actionable insights. Proficient in data analysis, visualization, and leveraging machine learning for informed decision-making. Adept at uncovering patterns and driving strategic business improvements through data-driven solutions.

**EXPERIENCE**

**Full Stack Data Scientist | OCloud Solutions | 2022–2024**

* **Real-Time Data Analytics Platform Development:** Developed a dynamic Next.js site with real-time data analysis and API integration. Optimized performance and UX through Google Analytics, resulting in a 20%reduction in page load times.
* **E-commerce Customer Behavior Analysis:** Analyzed customer behavior (clicks, sessions, etc.) using Firebase & Python. Visualized insights that led to a 10% increase in user engagement through targeted campaigns and website optimization.
* **Secure Full-Stack Web Application Development:** Led full-stack development of a web application with React UI, MongoDB backend, JWT auth & private routing. Demonstrated expertise in collaborative coding, version control, full-stack development, and security best practices.

**Data Analyst | Qbatch | 2020 – 2022**

* **Automated Fabric Quality Control System:** Developed a mobile app using OpenCV & image analysis for automated fabric data extraction (warp/weft, color, dimensions) in quality control, improving accuracy by 15%.
* **Interactive Sales Performance Dashboard:** Built an interactive Power BI dashboard to visualize and analyze sales data, enabling real-time performance tracking and informed decision-making.
* **Global Vaccination Tracking & Visualization:** Developed a Power BI dashboard for analyzing global Covid-19 vaccination data (WHO), facilitating effective tracking of vaccination progress.

**EDUCATION**

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| **Bachelor of Computer Science**  *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, mySQL, Data Wrangling & Pattern Recognition, Deep Learning.
* **Programming Languages**: Python (NumPy, pandas, scikit-learn, etc.) C/C++, JS, Typescript.
* **Database & ETL:** SQL, Python-based ETL frameworks.
* **Project Management:** GitHub/Bitbucket, JIRA/Trello.

**SOFT SKILLS:**

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| * **Problem-Solving** | * **Attention to Detail** |
| * **Adaptability and Continuous Learning** | * **Creativity and Curiosity** |
| * Communication | * Collaboration |

**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).