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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 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:**

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| * **Problem-Solving** | * **Attention to Detail** |
| * **Critical Thinking** | * **Business Acumen** |
| * **Adaptability and Continuous Learning** | * **Creativity and Curiosity** |

**EXPERIENCE**

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| **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**

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

**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).