

## Contact

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(LinkedIn)

## Top Skills

Extract, Transform, Load (ETL)  
Information Systems  
Database Queries

## Certifications

Artificial Intelligence Foundations:  
Machine Learning

## Publications

Utilizing Large-Scale Data Analysis  
In Finance Management

Efficiency of tannase enzyme  
for degradation of tannin from  
cashew apple juice: Modeling  
and optimization of process  
using artificial neural network and  
response surface methodology

# Muhammed Aflah

Master's Student in Information Sciences @ UW-Madison | Data Analyst at SuccessWorks | Bridging Data and Innovation  
Madison, Wisconsin, United States

## Summary

As a Senior Analyst at iQuanti, a digital marketing company, I help our clients achieve their marketing goals by tracking, optimizing, and setting up campaigns on various platforms, such as Google and Facebook. I have extensive experience in analyzing data and metrics to provide insights and recommendations to improve campaign performance and ROI.

I graduated from National Institute of Technology Rourkela with a Bachelor of Engineering degree in Food Technology and Processing in 2022. I have always been passionate about marketing and advertising, and I love working in the fast-paced digital marketing industry. I am proficient in VBA Excel, which I use to automate and streamline data analysis tasks. I also have multiple Google Ads certifications, which demonstrate my knowledge and skills in video, search, and display advertising. In addition, I am a strong communicator and collaborator, who works closely with my colleagues and clients to understand their needs and deliver high-quality results. I am always learning and experimenting with new strategies to help our clients stay ahead of the competition. My goal is to continue to grow and develop in this exciting field and help businesses succeed through effective digital marketing strategies.

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## Experience

SuccessWorks at the College of Letters & Science  
Data Assessment and Reporting Intern  
August 2024 - June 2025 (11 months)  
Madison, Wisconsin, United States

iQuanti  
Senior Analyst  
June 2022 - August 2024 (2 years 3 months)  
Bengaluru, Karnataka, India

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## Education

University of Wisconsin-Madison

Master's degree, Information Science/Studies · (August 2024 - December 2025)

National Institute of Technology Rourkela

Bachelor of Engineering - BE, Food Technology and Processing · (July 2018 - May 2022)