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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.

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

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)