

MUHAMMED AFLAH

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Education

University of Wisconsin–Madison

Master of Science in Information Science (Data Science)

Sep 2024 – Jun 2026

GPA: 3.6/4.0

Experience

SuccessWorks at the college of Letters and Science

Data Assessment and Reporting Intern

Aug 2024 – Jun 2025

Madison, WI

- Manage and safeguard sensitive data for over **40,000 students** by ensuring secure collection, thorough cleaning, and compliant storage in adherence to strict data security protocols.
- Conduct in-depth analysis of program data and post-event surveys, generating insights that **improved decision-making** and increased program efficiency by **25%**.
- Created and optimized interactive **Tableau and Power BI dashboards**, enhancing data visualization and reporting, reducing manual reporting time by **40%**.

iQuanti

Senior Analyst

Jun 2022 – Jul 2024

Bangalore, India

- **Structured, cleaned, and analyzed** over **15M rows** of cross-channel marketing data in Excel and SQL to support recurring performance reports and ad-hoc business questions, reduced data preparation time by **40%** across teams.
- **Developed and optimized SQL queries** to retrieve and organize large datasets for dashboards and marketing performance tracking, ensuring efficient data delivery and reporting accuracy.
- **Built and maintained dynamic Power BI, Tableau, and Looker Studio dashboards** that translated data into actionable insights for marketing, finance, and strategy stakeholders, cut report turnaround from days to minutes.
- **Automated 90% of reporting workflows** using SQL and Supermetrics, improving reporting efficiency by **80%** and minimizing manual errors.
- Ran over **40 A/B tests** to evaluate ad creatives, audience segments, and delivery timing, **lifted conversion rates by 18%** and decreased cost-per-acquisition (CPA) by **25%**.
- Designed and maintained **15+ dynamic dashboards** in Tableau, Power BI, and Looker Studio used by stakeholders across marketing, sales, and finance, improving reporting turnaround from days to **minutes**.
- **Automated 90% of reporting workflows** using SQL and Supermetrics, **cutting weekly reporting time by 80%** and improved data accuracy by eliminating manual entry errors.
- **Conducted exploratory data analysis (EDA)** to uncover key marketing performance drivers and communicated insights through concise visualizations and stakeholder presentations.
- **Collaborated with Data Science and Strategy teams** to design a **Bayesian Media Mix Model** that optimized a **\$12M marketing budget**, boosting ROI by **35%** and improving cross-channel investment decisions.
- **Built a predictive machine learning model** to enhance campaign targeting, improving **CTR by 22%** and customer retention by **15%**.
- **Forecasted media budgets** using time-series modeling and optimization techniques, cutting overspending by **30%** while maintaining lead goals.
- Partnered with creative and media teams to **run 40+ A/B tests**, achieving an **18% lift in conversions** and **25% lower CPA**.
- **Launched real-time marketing dashboards** that guided client decisions and drove **3x higher engagement** through data-driven recommendations.

Technical Skills

Machine Learning and Data Science: **Regression, Forecasting, Anomaly Detection, Recommendation Systems, ANN, RSM**
Languages: **Python, SQL, R**
Marketing and Analytics Tools: **Google Analytics, Adobe Analytics, Google Ads, Facebook Ads, Google Data Studio**
Cloud and Infrastructure: **AWS, Google BigQuery,**
Experimental Analysis: **A/B Testing, Statistical Analysis, Customer Segmentation**
Data Visualization: **Tableau, Power BI**
Microsoft Suite: **Excel (Advanced), Powerpoint, Word**

Projects

- Analysis of Amazon Electronic Reviews Using Text Mining and NLP** Sep 2024 – Dec 2024
- Conducted sentiment analysis and text mining on **100,000+ Amazon product reviews**, identifying key customer pain points and trends.
 - Applied machine learning models using **Python (NLTK, spaCy)** for large-scale text classification, achieving **85% accuracy** in sentiment prediction.
- Interactive ML Knowledge Bot** Sep 2023 – Oct 2023
- Developed a Q&A chatbot for ML queries using **advertools, BeautifulSoup, LangChain, Cloudscraper, and OpenAI API**, with **semantic search via Pinecone index**.
 - Deployed on **Streamlit** to showcase specialized knowledge retrieval.
- Safety Helmet Detection Using Deep Learning** Feb 2024 – March 2024
- Built a **Python-based product** to create a database of workers not wearing safety helmets. Used **computer vision, TensorFlow** and deployed the code using **Python Framework**

Publications

- Utilizing Large-Scale Data Analysis in Finance Management** May 2024
- 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** Jul 2020