

Mudasir Wazir

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EDUCATION

University of South Florida, Tampa, FL

Expected Graduation: May 2025

MS in Artificial Intelligence and Business Analytics (GPA: 4)

Relevant Courses: Data Mining (Python), Advanced Database Management (SQL), Analytical Methods for Business (R), Big Data for Business, System Design, Distributed Systems, Cloud Computing

Frankfurt School of Finance & Management, Germany

2018-2020

MS in Management

University of Delhi, India

2014-2017

Bachelor of Science (B.S.), Commerce

SKILLS

Core Skills: C#, Python, R, SQL

Machine Learning: SkLearn, PyTorch, TensorFlow, Matplotlib, NumPy, Pandas, NLP, Computer Vision

Databases: MySQL, PostgreSQL, NoSQL (MongoDB), Hive, Apache Spark, Apache Airflow, Hadoop, Kafka, Databricks, AWS Redshift, AWS Glue,

Development Methodologies: Agile, Scrum, Jira, UML, BPMN

Others: Docker, Virtual machines, CLI, Git, SQL Server Management Studio, Power BI, Tableau, SQL Server Management Studio, Azure Data Studio, Big Query, ARC-GIS, Google Cloud Platform, Mage

PROJECTS

Regression, Advertising Campaign Analysis

- Assessed the impact of a retargeting campaign using statistical and regression analysis, enhancing marketing strategy effectiveness.
- Developed a linear regression model for hypotheses testing and used further statistical tests (Anova, Chi Sq) to assess model performance.
- Concluded that the retargeting campaign had a positive impact and formed action steps based on the business based on the analysis.

Data Mining, Bank Marketing Prediction Analysis

- Developed a classification model in Python to predict client subscriptions to a term deposit and understanding key factors influencing the client's decision.
- Implemented Decision Trees, XG Boosting, Random Forest, Neural Network, and Grid Search utilizing Pandas and NumPy for data manipulation and transformation.
- Conducted data preprocessing, feature engineering and evaluated models based on various metrics, such as accuracy, precision, recall, F1-score, and ROC-AUC.

Data Engineering, Uber Analysis

- Designed an end-to-end ETL pipeline with Big Query, Python, GCP services and Mage, constructing a scalable data mart architecture using Uber Fares Data.
- Developed interactive dashboard in Looker Studio for real-time monitoring of key indicators.

Other Projects: Survival Analysis, Sales and Promotions Statistical Inference with Mixed Modelling, Churn Analysis with Logit Models.

WORK EXPERIENCE

Emma – The Sleep Company, Germany

2021 – 2023

Product Manager

- Implemented a robust data analytics strategy to track product performance metrics across multiple platforms, resulting in a 20% increase in market share within three major markets due to strategic insights derived from data-driven decision-making processes.
- Led a cross-functional team in the development and launch of a new smart mattress category, resulting in a 20% increase in market share across three major markets through strategic analysis and market positioning.
- Utilized pricing optimization strategies based on market data to adjust prices on key products, leading to a 10% increase in profit margins and a 5% growth in market share.
- Collaborated with engineering and design teams to optimize product and website features based on user feedback and behavioral data analysis, leading to a 25% increase in user engagement metrics such as daily active users and session lengths.

IQVIA, Germany

2019-2020

Technology Consulting Intern

- Developed proposals and presentations of innovative engagement solutions for pharmaceutical clients, utilizing a multichannel approach and social media insights.
- Generated user-stories for the CRM app development, resulting in new features for the app.
- Created and presented proposals, resulting in efficient onboarding of the clients to the solutions.

AWARDS

- Bertelsmann Technology Scholarship, Bertelsmann / Udacity
- Norma Manufacturing Management Award for best Thesis, Norma Group SE, and Frankfurt School of Finance & Management