Omar Ansari

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Experience:

Product Data Analyst| Cox Automotive | Dec 2023 – Present

· Collaborated with a cross-functional team of software engineers, analysts, and product managers to enhance car valuation software.
· Build 12+ complex Tableau dashboards with advanced functions to provide real-time insights into the product, business KPIs, identify growth opportunities, and maximize profits
· Utilized exploratory and statistical analysis techniques in Python to identify trends and draw meaningful conclusions.
· Designed and developed reporting solutions to support customer and management reporting requirements.
· Leveraged Databricks for complex SQL queries and data integration with Tableau, creating dynamic reports and optimizing data pipeline performance.
· Engaged with stakeholders to gather requirements, deliver customized reports on time, and provide continuous support, enhancing data-driven decision-making and maintaining strong relationships.
· Collaborated with data engineering and BI teams to prepare, transform, and integrate data for comprehensive analysis and reporting.

Junior Data Scientist | Aston University | Jan 2023 – July 2023

· Analyzed global student data to shortlist potential markets, resulting in 300% increase in student inflow from South American Region.
· Conducted end-to-end analysis of large datasets using Python, R, and SQL languages, including data cleaning, feature engineering, and building/testing predictive algorithms.
· Utilized Databricks to query databases using SQL and extract relevant data for analysis, contributing to the creation of a streamlined data extraction process for building reports.
· Communicated data insights and recommendations to both technical and non-technical stakeholders through data visualization.
· Effectively communicating the status of tasks/projects and ensure timely and quality delivery of all deliverables
· Developed and delivered data solutions using SQL and PowerBI that meet stakeholder needs, while seeking opportunities to improve data insight.

Marketing Analyst | AIESEC | Jan 2020 – Jan 2021

· Collected and analyzed data carried out in-depth research to develop data driven marketing strategies and plans.
· Created marketing campaign and developed process plan. Identified process bottlenecks and implemented new and improved processes which resulted in a 5% increase in customers signing up.
· Conducted market research for attractions, pitching to customers and cracked partnerships with companies to conduct events which raised £5000.
· Managed 5 people into a successful sales team that reached its target on time.

Academic Projects

Customer Churn:

· Predicting Customer Churn for a Telecommunication Company:
· Performed data cleaning, data manipulation and exploratory data analysis using Python to identify trends and patterns in large datasets.
· Developed a customer churn prediction model using logistic regression, decision trees, and random forest techniques.

· Achieved 90% accuracy in predicting customer churn, leading to targeted retention efforts and cost savings for the company.

Recommendation System for E-Commerce Platform:
· Designed a collaborative filtering recommendation system to enhance user experience on an e-commerce platform by providing personalized product suggestions.
· Aimed to help users discover similar products based on their historical ratings and preferences, benefiting both users and the e-commerce company.
· Implemented a collaborative filtering recommendation system using SVD on an electronics product dataset, achieving a mean RMSE of 1.362 and enabling personalized product suggestions.
· Enhanced user engagement and satisfaction, improving the e-commerce platform's user experience and potentially increasing sales and retention rates. Demonstrated expertise in data-driven solutions and algorithm implementation.

Customer Segmentation:
· Performed customer segmentation on CPG dataset to reflect similarities among customers in each cluster to optimize the significance of each customer to the business.
· Performed EDA, feature engineering, PCA to modify the data and applied Kmeans clustering algorithm to get 4 clusters as the optimal cluster. Further used them in profiling customers in clusters according to their family structure and income spending.

Skills and Abilities:
· **Programming Languages**: Python, SQL, Pyspark
· **Statistical Methods:** Deep knowledge in hypothesis testing, factor analysis, cluster analysis, linear regression, and other classic analysis methods.
· **Data Visualization:** Power BI, Tableau, Lookr Studio, Microsoft Excel.
· **Cloud Platforms:** AWS services particularly Sagemaker, S3, EC2, Lambda, Bedrock.
· **Soft skills:** Verbal/Written communication skills, negotiation, problem -solving, analytical thinking, teamwork, problem resolution, decision-making, time management strong collaboration skills, willingness to learn.
· **Other Skills/Tools:** Hadoop, Spark, TensorFlow, Pytorch, Keras , MLFlow, Predictive Modelling, Natural Language Processing, Machine Learning, Deep Learning, Forecasting, Random Forest, XGBoost, Linear Regressors, Github.

Education:

MSc in Data Analytics | Aston university, Birmingham | Jan 2022 – Oct 2023

· **Artificial Neural Network:** Deep study of working of neural network, single-layer/multilayer network and back-propagation, regularization, and optimisation of parameters.
· **Probabilistic Modelling:** Carried out through the development and application of theoretical and numerical methods such as Bayes' theorem, commonly used distributions, Central limit theorem, Linear regression, and general linear models.
· **Power BI**: Utilized Power BI to create advanced visualizations, including KPI dashboards, trend lines, and detail level summary report sets. Transformed raw data into relevant insights and recognized project requirements to develop data models. Analyzed data and communicated insights through interactive visual reports to aid decision-making.

B.E Mechanical | Mumbai university, Mumbai | Aug 2017- May 2021

· Successfully filed patent "Adjustable handlebar Device for Two Wheelers", under Intellectual Property of India (IPO) – Patent Application No. 202121028957