

Muhammad Bilal

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PROFILE

A meticulous, ambitious and versatile **Data Scientist** with experience in **machine learning**, time series analysis, and data visualisation. Proactive and resourceful, with extensive organisational expertise including **problem-solving, data analytics** and influencing skills. A personable, well-presented individual with over **2 years** of experience, **certified data analyst**, **excellent communication skills** and an ability to converse at all levels of business.

EXPERTISE

- Created **smart capabilities** and machine learning solutions to identify business opportunities and trends.
- Researched, designed, trained and developed machine learning **predictive models** to provide personalised customer experience.
- Managed relationships in a complex multiple **stakeholder** environment and established communication channels with stakeholders, senior leadership, and technical teams.
- Influenced **senior leadership**, development and product teams to shape machine learning strategy and policy for financial products.
- Produced high-quality insights through advanced analytics and cutting-edge predictive algorithms to achieve business objectives and future growth.
- Analysed the customer engagement data to extract value and recommendations for marketing and operational teams.
- **Presented** complex solutions in a clear and effective way to all levels of the organisation.
- Visualised trends and created self-serving dashboards for stakeholders to support business activities.
- Applied various quantitative techniques including **time series analysis**, optimisation and stimulation to generate models for prediction.
- **Applied** various modelling techniques on **financial data** to develop predictive machine learning insights to facilitate revenue growth.
- **Visualised** business insights in various format to explore new business opportunities and trends.
- Completed **Data Scientist course** with Udacity.

Skills

- Machine Learning ○ Teableau ○ Python
- Predictive Modelling ○ Postgresql
- Data Science ○ Data Analysis
- Time Series Analysis ○ Scikit-learn ○ Communication Skills
- Data Visualisation ○ Team Management ○ Microsoft Excel

Work Experience

- Data Scientist** – Freelancer Nov 22 – Present
- Created smart capabilities and **machine learning** solutions to identify business opportunities and trends.
 - Researched, designed, trained and developed machine learning **predictive models** to provide **personalised** customer experience.
 - **Managed** relationships in a complex multiple stakeholder environment and established communication channels with **stakeholders**, senior **leadership**, and technical **teams**.
 - Produced high-quality insights through advanced analytics and cutting-edge predictive algorithms to achieve business objectives and **future growth**.
 - Analysed the customer engagement data to extract value and **recommendations** for marketing and operational teams.
 - **Presented** complex solutions in a clear and effective way to all levels of the organisation.
 - Visualised trends and created **self-serving dashboards** for stakeholders to support business activities.
- Skills used**
- AWS, Amazon SageMaker, Jupyter Notebook, Pandas, Numpy, Scikit-learn, Keras, Mathplot, Seaborn, Python, Docker, GitHub, Bitbucket, Jira, PyCharm, Confluence.

Data Analyst – Digital Horizons Pakistan Dec 21 – Oct 22

- **Formulated** and managed data-driven projects to facilitate business decisions and support growth.
- **Applied** various modelling techniques on **financial data** to develop predictive machine learning insights to facilitate revenue growth.
- **Verified** data integrity and cross-validation of models to ensure generalisability of business insights and consistency.
- Developed **predictive models** and applied various **machine learning algorithms** on financial data to predict customer behaviour, revenue generation and hypothesis testing.
- **Discovered** new predictive insights from financial data and designed a system to regularly compute new predictive models.
- **Visualised** business insights in various format to explore new business opportunities and trends.

Data Analyst – ACOS May 21 – Nov 21

- **Created** visually impactful **dashboards** in **Excel** and **Tableau** for data reporting by using pivot tables and VLOOKUP. Extracted, interpreted, and analyzed data to identify key metrics and transform raw data into meaningful, actionable information
- **Prediction**, forecasting, and **AdHoc** analysis & report through Pandas that helps the marketing & sales team to address the specific business needs.
- Monthly and Quarterly segmentation of newly acquired customers via Machine Learning Algorithms & SQL based on their company's background and hierarchy that helps in providing services and **reducing churn rate**.
- **Review** and perform **serenity check** data on raw data loaded into the database for accuracy, including historical data integrity that assures the ACID principles over the Database.
- Analysis of product behavior to develop user **stories** that help while predicting the product potential and forecasting **sales volume**.

Education

- Bachelor of Computer Science, COMSATS University Islamabad 2018-2022
- Certified Data Scientist

