***Taban F. Tafreshi***

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**LinkedIn:** https://www.linkedin.com/in/tabantafreshi

**Location:** Munich, Germany

**Professional Experience**

**Business Analyst** (Contract) Jan 2025 - Present

Pirooz Gap, Remote

• Conducted RFM-based market segmentation of retailers, enhancing customer targeting precision and enabling category managers make data informed decisions.

• Executed pricing analyses, considering cost of unit sold, competitors prices and value-based prices, enhancing gross profit by gross profit by 2.3 %.

• Developed regional demand-forecasting dashboards using Power BI, reducing stockouts by 7% and excess inventory by 11 %.

**Data Scientist** Oct 2020 - Jan 2025

Pooyesh Taradeh, Tehran, Iran

• Contributed to the design and development of neurofeedback devices, enhancing emotional model accuracy by 19%, as evidenced by a significant reduction in Root Mean Square Error (RMSE).

• Conducted statistical analyses to refine protocols and enhance neurofeedback-based emotional predictions.

• Developed real-time visual interfaces to monitor brain activity and improve user engagement.

• Demonstrated teamwork and adaptability to achieve complex technical goals within project timelines.

**Research Assistant** Nov 2016 - Sep 2018

Tehran University of Medical Sciences, Tehran, Iran

• Managed various stages of research projects related to subjects' reactions to different stimuli and verbal cues.

• Designed experiments, collected EEG data, analyzed and reported results for Brain-Computer Interface projects.

**Probability, Statistics, and Mathematics Teacher** (Part-Time) Sep 2013 - Oct 2016

National Organization for Development of Exceptional Talents (Sampad), Tehran, Iran

• Taught high school students mathematics, statistics, and probability in preparation for university entrance exams.

**Data Analyst** Dec 2010 - Sep 2013

Armin Group, Tehran, Iran

• Improved product reliability by 21% and cut downtime by 9% through performance data analysis.

• Collaborated with cross-functional teams to collect, clean and analyze data from 400+ customer cases, identifying key issues and driving service optimization.

**Education**

**Master of Science in Electrical Engineering** (Minor: Telecommunications Systems)Sep 2013 - Sep 2016

University of Tehran, Tehran, Iran

**Bachelor of Science in Electrical Engineering** Sep 2005 - Oct 2010

Shahed University, Tehran, Iran

**Technical Skills**

**• Programming Languages:** Python, R, MATLAB

**• Database Query Languages:** SQL

**• Machine Learning:** Supervised Learning, Unsupervised Learning, Deep Learning

**• Data Visualization and Dashboard Building:** Power BI, Matplotlib, Seaborn, Microsoft Excel

**Courses**

**Business Analytics**  June 2025 - Present

The Wharton School, University of Pennsylvania

• key modules include Customer Analytics, Operations Analytics, People Analytics, Accounting Analytics, Business Analytics Capstone.

**Certifications**

**Business and Data Analytics in Python**Udemy, Date of Issue: 19 June 2025 May 2025 - June 2025

• Completed a 27.5-hour training on the full analytics workflow, covering data cleaning and preprocessing, descriptive and inferential statistics, regression and time-series forecasting, causal inference, and market segmentation.

• Applied key Python libraries NumPy, pandas, Matplotlib, Seaborn, scikit-learn, SciPy, and Statsmodels, to address real-world business problems.

**Data Science** Nov 2023 - Aug 2024

Toseeh Higher Education Institute, Date of Issue: 31 July 2024

• Completed a 100-hour training in Python, SQL, R, statistical analysis, machine learning and visualization.

• Conducted multiple end-to-end projects involving data preparation, feature engineering, and predictive modeling.

**Selected Projects**

• **House Price Predictive Modeling**

Built predictive models on the Kaggle housing dataset using statistical and machine learning techniques.

GitHub: [**https://github.com/taban-fami-tafreshi/price-prediction-ML.git**](https://github.com/taban-fami-tafreshi/price-prediction-ML.git)

• **Customer Segmentation & Migration Analysis**

Implemented a two-stage (K-Means + Hierarchical) clustering approach in Python (scikit-learn, NumPy, pandas, scikit-learn, SciPy, matplotlib) to segment the market and track customer migration between segments.

GitHub: [**https://github.com/taban-fami-tafreshi/customer-segmentation**](https://github.com/taban-fami-tafreshi/customer-segmentation)

**Publication**

**Tafreshi, TF**, Daliri, M. R., & Ghodousi, M. (2019). Functional and effective connectivity-based features of EEG signals for object recognition. *Cognitive neurodynamics*, *13*(6), 555-566.

**Language Skills**

• Persian (Native Proficiency)

• English (Full Professional Proficiency)

• German (Basic Proficiency)

**Soft Skills**

• Effective Interpersonal Communication

• Attention to Detail

• Critical Thinking and Reasoning

• Innovative Problem Solving

• Cross-Functional Teamwork

Munich, Germany, July 2025