

TAHA MEHBOOB

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EDUCATION

BSCS UBIT (University Of Karachi)

EXPERIENCE

Junior DataScientist - Abdullah Brothers & co.

📅 AUG 2023 - Present 📍 Karachi

- Develop predictive models for pharmaceutical sales using historical data and market trends for efficient inventory management.
- Implement customer segmentation based on behavior and location for targeted marketing, increasing sales and satisfaction.
- Analyze pharmaceutical product performance to identify top performers and inform strategic decisions on pricing and marketing.
- Collaborate with the supply chain to develop demand forecasting models for better logistical planning.
- Create interactive dashboards visualizing key sales metrics and trends for informed decision-making.

BI and Data Analytics Intern- Dolphin Analytics

📅 April 2023 – June 2023 📍 Karachi

- Developed parsers for PSX website and other sources.
- Ensured accurate, consistent financial data through robust cleaning.
- Applied advanced statistics to uncover trends and anomalies.
- Created machine learning models for market trend prediction.
- Proficient in SQL for precise data retrieval from databases.
- Designed Tableau/Power BI dashboards for stakeholder communication.
- Managed a daily market data database for integrity and accessibility.
- Collaborated with cross-functional teams to tailor analyses to requirements.

Data Analyst Intern

📅 June 2022 – Sep 2022 📍 Karachi

Automate Audit Firm - OutSource Work

- Cleansed and organized audit data, addressing errors and automating digital invoice processing (PDF to data frame) for an audit firm.
- Rectified out-of-order data, reformatted multiple datasets, and presented graphical results.
- Automated digital invoices using pdf plumber and regex, and streamlined General Ledger (GL) testing through Python with Excel formatting.

CERTIFICATION

- **IBM DATA SCIENCE SPECIALIZATION:** Coursera

- **Data Scientist Career track :** Data Camp
- **Introduction to Python Programming:** Data Camp
- **SQL Fundamental Course:** Data Camp
- **Data Analytics Track:** Data Camp

PARTICIPATIONS

- Participated in Data Science Competition – Accuracy: 74.4%. (AIFEST)
- Participated in Data Science Competition – Accuracy: 91.2 % (Procom 4th Positon)
- Participated in programming competition. (Code Bit)

SKILLS

- Data Analysis and Manipulation
- MySQL and DataBase Management
- Machine Learning and Statistical Modeling
- Programing language (c++,python)
- Problem Solving and Decision making Abilities
- Power Bi | Tableau

TECHNICAL PROFILES

LeetCode: https://leetcode.com/Taha_28

HackerRank: <https://www.hackerrank.com/b19102152>

PROJECTS

Time Series Analysis for Sales Forecasting

Utilized advanced Time Series Analysis techniques to predict future sales trends with precision. Employed shift and lagged features to capture historical patterns and correlations in sales data. Effectively applied data transformation and manipulation methods to create accurate forecasts, enhancing strategic decision-making for optimized inventory management and revenue projection.

Customer Segmentation

Customer segmentation analysis utilizing K-Means Clustering and PCA techniques. Resulted in improved targeting and personalized marketing efforts.

Customer Reviews:

Natural language processing project for sentiment analysis of customer reviews, resulting in 82% improvement in customer satisfaction ratings.