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Hyderabad, IN

Mohammed Ajaz

ML engineer

SUMMARY

5+ years experienced data analytics professional with a prolific track record of recording, interpreting, and analyzing data in a fast-paced environment. Highly skilled in preparing detailed document reports while managing complex internal and external data analysis responsibilities. Adept at forecasting, predicting analysis, regressions based models, and implementing statistical tools and languages like Python and SPSS for data mining. Proficient in observing customers' buying behaviour towards e-commerce, social media marketing, and monitoring projects.

KEY SKILLS

• Data Gathering • Data Analysis • Surveys • Regression • Statistical Analysis • Report & Documentation
• Deep learning • Image processing • Computer vision • Neural networks • Image classification

TECHNICAL SKILLS

- Operating Systems: Windows, Linux
- Languages & Databases: Python, Elastic search
- Statistical Tools: SPSS, MS Excel
- Reporting Tools: Tableau, MS Office Tools, Google data studio, Zoho analytics

PROFESSIONAL EXPERIENCE

ML Engineer

Oct '21 - Present

Iveond Consulting Services(Alrajhi Bank(UAE))

Hyderabad, IN

- Implemented different **CNN** architectures like a sequence of convolutions, pooling and activation functions to improve the accuracy
- Worked with custom **object detection** and **image classification** models using CNN with 85% accuracy
- Applied **image enhancement** operations like contrast, color- balance sharpening to get **meaningful data** from the image
- Use tools like **Tensoeboard** to evaluate **CNN models** while being trained
- Train neural networks to solve problems like **image classification**, recognition, **object detection**, prediction etc

Data Analyst

Mar '21 - Sep '21

Zclyx Consulting Services(Knawat E-commerce).

Hyderabad, IN

- Finding actionable strategic insights through product funnels, **cohort analysis**, user segmentation, retention analysis and regression models
- Finding pattern in **customer retention** &preparing cohort tables for analysis
- Worked on KPI's like: **ARR, MRR, Net MRR churn, Customer Churn** and estimating **lifetime value** of a customer
- Tabulation analysis using **Zoho analytics** in each region for the product sales, **products availability** and customer engagements
- Used automated tools to **extract** data from primary and secondary sources
- Preparing **frequency distribution** tables using **SPSS** and **Python**

Data Gathering & Analysis

- Determined patterns and correlations among various data points by analyzing & **mining business data**
- Created reports and analysis for **social media marketing**, scrapped & gathered data for target-based audience to generate lead
- Implemented **descriptive statistic** like qualitative and quantitative by including different methodologies
 - Frequencies, cross tabulation, bivariate statistics, analysis of variance (ANOVA), means, correlation and descriptive ratio statistics
- Structured descriptive and unstructured **exploratory data** gathering and analysis

Strategy Formulation

- Prepared data charts, graphs, tables & made **conclusions from data** by importing, cleaning, transforming, validating, and modeling data
- Instituted **relational databases** for collecting data and included building/designing data input or data collection screens
- Presented conclusions gained from analyzing data with **statistical tools** like SPSS and MS Excel
- Interpreted data using **statistical techniques** and provided ongoing reports, data mining using SPSS, Python and Excel
- Monitored and **improved quality of data** collection of ongoing projects - qualitative & quantitative
- Developed primary and secondary methods of data collection, questionnaire, and **app development** including Google Forms & Survey CTO

- Extracted, compiled, and **tracked data** and analyzed data to generate reports
- Completed special projects and **achieved project deadlines** by liasing with other team members
- Oversaw data collection and qualifying procedures and **prepared monthly reports** using the missing data
- Collected qualitative and quantitative data, used SPSS for **statistical analysis** and data cleaning
- Leveraged **analytical tools** to develop efficient system operations and deployed OASYS - internal software for data extraction and uploading
- Maintained the regional data and **MIS data** and administered ad hoc projects as assigned by Manager M&E

SELECTED PROJECT

A Study of Customer Buying Behavior & E-commerce

- Identified customers' attitude towards e-commerce business and investigated how demographic variables like age, income, occupation affect customer-buying behavior
- Applied data mining approach like multinomial regression along with factor analysis and used SPSS and Excel
- Used tools such as SPSS, Python & Excel and practiced data visualization - Box plot, stem, leaf & Histogram
- Involved different stages - detected outliers and removed them, analyzed and suggested safe maximum amount to gather and clean data
- Implemented exploratory analysis methods including descriptive statistics, removing outliers, and cross-tabulation

EDUCATION

Bachelor of Science

ADDITIONAL INFORMATION

- Languages: English, Hindi, and Telugu