Yousuf Shah

+92-3108481802 | yousufanalytics@protonmail.com | **Portfolio Website** | **Github** | **Linkedin**

PROFILE

Data Scientist & Data Analyst

EDUCATION

Degree College Usta Mohammad
Intermediate of Engineering   2020 – 2022
- Among the top 1% of the batch

SKILLS

Technical: Python, R, SQL, AI & ML, Statistics, Data Visualization, Web Scraping
Tools: Power BI, Excel, Docker, Git,

CERTIFICATIONS

- Innovista – Feb 21, 2025 **Certificate**

EXPERIENCE

Data Science Internship

Kangaroo Ventures USA Business

- Develop a predictive model to identify customers who are likely to churn (stop using a service)
- Develop a time series model to forecast monthly sales for a retail store for the next 6 months
- Analyse customer sentiment from product reviews to identify common themes, positive feedback, and pain point

PROJECTS

In-Depth E-Commerce Data Analysis (Link)

• Analyzed 500,000+ transaction records to uncover trends and customer behavior in Pakistan's e-commerce sector through exploratory data analysis and predictive modeling.
• Used Python, Pandas, NumPy, Matplotlib, Seaborn, Scipy, and Jupyter Notebook

Deep Dive into Customer Churn (Link)

• Predicted customer churn using bank dataset, applying preprocessing, feature engineering, and model optimization.

• Used Python, Pandas, Seaborn, Matplotlib, Scipy, Scikit-learn, XGBoost, LightGBM, CatBoost, and SMOTE in Jupyter Notebook.

Unlocking Play Store Insights (Link)

• Conducted exploratory data analysis on Google Play Store apps, cleaning data, and visualizing trends like top expensive apps and installs.

• Used Python, Pandas, NumPy, Seaborn, Matplotlib, and Scipy in Jupyter Notebook.

ACHIEVEMENTS

- My eBook **"AI for Kids"** was published on the **Codanics**, simplifying artificial intelligence concepts for young learners using storytelling and manga-style illustrations