ZOHAIB AFTAB

Data Scientist

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SKILLS

Machine Learning
Data Visualization
Inferential Statistics
Hypothesis Testing
Deep Learning
Storytelling
Attention to detail

TOOLS

Python PowerBI R
Pandas Scikit-learn
TensorFlow Git SQL
Microsoft Azure JASP
MS Excel

LANGUAGES

English: Fluent / C1

French: Fluent / C1

ABOUT ME

Data professional with 5 years of experience in data analysis and visualization

Experienced coder with deep knowledge of coding environments like Python and R

Skilled at developing algorithms and translating technical jargon into insights for any audience

EXPERIENCE

Data Analysis and Statistical Modeling | as Business Data Analyst at 42 Agency, Canada

2022 – present

- I perform predictive modeling to drive targeted media spending resulting in improved marketing outcomes
- I collect and manipulate data from various processes to generate actionable insights for management

Algorithm Development | as Scientist, National Center of Robotics and Automation, Pakistan

2018 – 2023

- Conducted instrumentation and data collection experiments for assisted human walking systems
- Developed and implemented algorithms to automate gait analysis of disabled individuals, achieving industry-best 95% accuracy
- Led interdisciplinary teams to administer grants amounting over US$180,000 and delivered 2 products, 3 patents and several scientific communications

PROJECTS

Retail shoppers intention prediction |

Driving ecommerce growth through data-driven insights

- Analyzed ecommerce data using Python to identify key features that differentiate between customers who are likely to make a purchase and those who are not
- Built and trained a machine learning model using scikit-learn to predict whether a customer will buy a product

Bank loan recovery model |

Optimizing recovery strategies through data

- Conducted a regression discontinuity analysis using Python to determine the impact of different recovery strategy levels on the amount recovered from customers with delinquent accounts
- Provided recommendations for optimizing their recovery strategies and reducing costs while maintaining recovery amounts

AI-powered fault diagnosis |

Maximizing equipment uptime through vibration analysis

- Cleaned and analyzed raw data containing 2 million+ datapoints
- Implemented autoML pipeline in Python to accurately diagnose faults in gearboxes, achieving a precision rate of 90%

COURSES AND EDUCATION

Supervised Machine Learning: Regression and Classification | Stanford Online, Coursera 2022

- Learnings: Feature Engineering, Model Development, Regularization

Python Data Science Toolbox | DataCamp 2022

- Learnings: Data wrangling, Data visualization

The Essential Elements of Predictive Analytics | LinkedIn Learning

- Learnings: Data mining industry standards, Data construction

Masters | Ecole Centrale Nantes, France 2009

- Robotics and Automation