

MUHAMMAD ALI

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Technical Skills

Languages and Databases: Python, MySQL, C, C++, JAVA, Oracle

Visualization Tools: Power BI, Python

Other Skills: Advanced Excel, Business Analysis, Data Analysis, Customer Acquisition

Work History/Experience

EXCELERATE

March 2025 – Present

Data Visualization intern

Karachi, Pakistan

- Created **interactive dashboards** using **Power BI** to enhance **data-driven decision-making**.
- Analyzed and visualized datasets using **Excel** and **SQL**, improving **report clarity by 30%**.
- Developed **data storytelling** and **chart optimization** skills for effective communication.
- Gained **hands-on experience** with **real-world data analysis** and **visualization best practices**.

FEAR Clothing Brand

Sept 2024 – Present

Social Media & Business Analyst

Karachi, Pakistan

- **Analyzed social media performance metrics**, optimizing engagement strategies and achieving a **45% expansion in organic reach** across platforms.
- Developed **data-driven content strategies**, leading to a **60% growth in audience interaction** and a **28% improvement in sales through social media campaigns**.
- **deployed Excel and visualization tools** to monitor marketing campaign performance, identifying high-ROI strategies that contributed to a **35% enhancement in customer acquisition**.
- Implemented **targeted promotional initiatives**, improving brand visibility and reducing ad spend inefficiencies by **20%**.

Freelance Trading & Investment

October 2023 – Present

Crypto Analyst

Karachi, Pakistan

- Conducted **in-depth market analysis** using historical price data and indicators, leading to a **consistent 15% monthly profit boost** in crypto and forex trading.
- **Executed Python and Excel** for data visualization, improving trade decision accuracy and reducing losses by **12%** through predictive modeling.
- Developed **automated performance tracking dashboards**, streamlining trade monitoring and **enhancing strategy efficiency by 30%**.
- **Applied** statistical techniques **to assess market conditions, refining investment approaches and boosting overall ROI** by 20%.

Personal Projects/Awards & Achievements

Pakistan Steel Cadet College

April 2020 - May 2022

- **Awarded Best Delegate** at **Cadet College**, recognizing exceptional leadership, strategic thinking, and effective communication in competitive debates.

Institute of Business Management

Jan 2024 – June 2024

- **Honored as Best Media Member** at the **Egalitarian Society**, achieving a **45% rise in media engagement** through innovative content strategies and event coverage.

Education

Institute of Business Management

Sept 2022 – Present

Bachelor of Science in Data Science (in progress)

Karachi, Pakistan