Atif Memon

Data Analyst

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SUMMARY

Highly motivated and detail-oriented professional with 2 years of experience as a Database Administrator. Proficient in managing and optimizing databases, ensuring high availability, and implementing robust security measures. Skilled in data analysis, with the ability to interpret complex datasets and derive actionable insights. Adept at using analytical tools and techniques to support data-driven decision-making. Strong problem-solving skills, a collaborative mindset, and a commitment to continuous learning and growth.

EDUCATION

University of Illinois Springfield — Springfield, IL
*Master's in Data Analytics – **CGPA: 4.0*** — *08/2024 – Currently Enrolled*

Shaheed Zulfikar Ali Bhutto Institute of Science and Technology University — Karachi, Sindh
*Bachelor's in Computer Science – **CGPA: 3.1*** — *09/2018 – 07/2022*

EXPERIENCE

Database Administrator — Jan 2023 – Aug 2024
NayaPay - Lakson Group of Companies — *Karachi, Sindh*

- Conducted extensive data cleaning and preprocessing using Python (pandas, NumPy) on large financial datasets (500K+ rows) to support model development.
- Designed and implemented classification models in scikit-learn to predict failed transactions, achieving improved precision for internal fraud alerts.
- Used exploratory data analysis (EDA) to uncover key patterns in user churn, payment trends, and feature adoption, using matplotlib and seaborn for visual exploration.
- Engineered features for predictive models, including transaction frequency, time-on-platform, and anomaly scores derived from behavioral patterns.
- Automated model evaluation and report generation with Python scripts, reducing manual workload for the analytics team by 50%.
- Collaborated with backend developers to integrate model outputs into business workflows and align model logic with internal systems.
- Created detailed documentation for all ML pipelines, including version tracking, feature definitions, modeling assumptions, and test cases.
- Built dashboards and visual summaries to present model performance metrics (confusion matrix, ROC, AUC) to product and finance stakeholders.
- Participated in model review cycles and brainstormed enhancements with analysts and engineers, focusing on reducing false positives in predictions.
- Independently researched the impact of regularization and hyperparameter tuning on logistic regression and tree-based models, improving accuracy and generalization.
- Conducted performance comparisons between multiple machine learning models (logistic regression, decision trees, random forest) and selected the optimal algorithm based on accuracy, F1 score, and business context.

Data Analytics Intern Jun 2022 – Dec 2022

TechForce *Karachi, Sindh*

- Cleaned and transformed raw customer engagement and operations data using Python and Excel for use in campaign effectiveness analysis.
- Performed EDA and trend analysis using Python libraries to uncover behavioral insights from marketing campaigns and service usage.
- Shadowed engineers working on predictive modeling and contributed to initial model testing by preparing datasets and evaluating input quality.
- Helped document analytical processes, including variable transformations, dataset definitions, and testing procedures.
- Participated in internal learning sessions and workshops on AI/ML fundamentals, including classification use cases and ethical considerations in AI.

PROJECTS

Covid Management System 2020

Personal Project

- Developed a database management system in SQL to track COVID-19 tests, hospitals, and patient data across cities. Used Oracle SQL and Data Modeler for relational and logical models.
- Implemented data normalization techniques to eliminate redundancy and improve storage efficiency.
- Created dynamic SQL queries for real-time tracking and reporting of COVID-19 test results across various locations.

Library Books Tracker 2020

Personal Project

- Designed a database management system in Oracle SQL to organize library data on books, genres, and readers, enhancing data retrieval efficiency by 25%.
- Created stored procedures to automate book availability checks and overdue notifications.
- Developed indexes to optimize search queries, reducing response time by 20%.

Result Management System 2020

University Project

- Built a SQL-based database to manage student results, streamlining result retrieval and reporting by 20%. Defined users and roles with Oracle SQL syntax on SQL Developer for secure data access.
- Implemented user-level permissions to ensure secure access to sensitive student records.
- Created aggregate queries for class-wise performance metrics, enabling efficient analysis of results.
- Created aggregate queries for class-wise performance metrics, enabling efficient analysis of results.

MediRoute 2022

Final Year Project

- Developed a mobile application in React Native to connect patients with healthcare providers, enabling online appointments and home care services. Utilized Firebase as the backend, reducing manual appointment management by 40% and supporting real-time user data handling.
- Integrated location-based services to help patients find nearby hospitals and clinics efficiently.
- Conducted extensive user testing to improve the user interface, enhancing overall user satisfaction by 30%.

Real-time Mood Detection System 2024

Summer of AI

- Built a real-time mood detection system using OpenCV and DeepFace to capture live video input, detect faces, and analyze emotions. Enhanced performance with Python and optimized detection accuracy, providing actionable insights in live settings.
- Implemented facial detection with Haar cascades and emotion analysis using DeepFace to identify dominant emotions.
- Integrated real-time visualization to display emotions on the detected faces, improving user interaction and experience.
- Streamlined the system to run on low-end hardware by optimizing OpenCV processing, achieving smooth performance.

TECHNICAL SKILLS

Languages: Java, Python, SQL (Oracle, MySQL, SQL Server), JavaScript, HTML/CSS, R
Database Technologies: Oracle Data Guard, MySQL, PostgreSQL, SQL Server, RMAN
Data Visualization Tools: Power BI
Developer Tools: VS Code, Visual Studio, SQL Developer, Data Modeler
Libraries: pandas, NumPy, Matplotlib, SciPy, scikit-learn, Seaborn
Other Skills: Database Design, Performance Tuning, Backup and Recovery, Data Analysis