Mustafa Zafar

Experienced data professional equipped with a Master of Science in Engineering Management. Proficient in Python programming and skilled in implementing a variety of machine learning algorithms including linear regression, logistic regression, decision tree, random forest, Naive Bayes Classifier, Support Vector Machine, and KNN. Demonstrated ability to conduct exploratory data analysis, develop predictive models, and communicate insights effectively to stakeholders. Proven track record of optimizing advertising campaigns and driving data-driven decision making.

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EXPERIENCE

Apple Inc, Austin — *Data Analytics @Advertising Business Operations*

May,2021 - PRESENT

- Conduct exploratory data analysis on advertising datasets, utilizing statistical techniques and visualization tools to identify patterns and trends, facilitating informed decision-making.
- Develop and implement a variety of machine learning models, including linear regression, logistic regression, decision tree, random forest, Naive Bayes Classifier, Support Vector Machine, and KNN, tailored to predict customer behavior and optimize ad campaigns, resulting in improved campaign performance and increased ROI.
- Collaborate closely with cross-functional teams, effectively integrating predictive models into business processes and decision-making workflows, fostering synergy and alignment across departments.
- Present actionable insights and recommendations to stakeholders, leveraging clear and concise visualizations and reports, enabling informed strategic planning and execution.

Achievement

- Supported launching Search tab ads
- Supported launching search ads in China
- Supported launching Today tab ads

Apple Inc, Sunnyvale — *Worldwide Developer Support | App Content Operations Analyst*

October,2015 - April,2021

- Reviewed the content of apps, data, and in-app experience when developers submit updates to the apps hosted in the App Store
- Analyzed 3rd party apps data in terms of different languages, localizations, new/update apps, approval/rejection rates, apps categories etc.
- Analyzed apps based on the business models in order to determine the qualifications. Communicating third-party developers to provide feedback.
- Assisted managers and mentoring new team members to deliver innovative ideas, great performance and high quality. Hosting team sync to discuss policy and operation updates.
- Coordinated various projects, such as helping new reviewing processes, new product release in order to improve work efficiencies.
- Participated in User Acceptance Testing, Beta testing activities towards internal app review applications and providing feedback.
- Conducted market research while collaborating with technical, policy, and legal teams to identify and digest complex issues.
- Demonstrated excellence in determining how well apps comply with App Store policies.
- Advocated for developers, providing a high level of customer service while protecting the integrity of Apple App Store.

Core Skills

Project Management
Data Science
Presentations
Customer Support
Communication

Technical Skills

Programming Languages: Python (NumPy, Pandas, Scikit-learn)

Data Visualization: Matplotlib, Seaborn

Statistical Analysis: Regression Analysis, Classification Techniques

Machine Learning Algorithms: Linear Regression, Logistic Regression, Decision Tree, Random Forest, Naive Bayes Classifier, Support Vector Machine, KNN

Data Manipulation: Data Cleaning, Preprocessing, Feature Engineering

Tools: Jupyter Notebook, Git

Databases: SQL

Languages

English, Chinese (Mandarin), Turkish, Uyghur

Education

California State University, Northridge
Master of Science - Engineering Management

Springboard Data Science bootcamp

Xinjiang Normal University, CHINA
Bachelor of Science - Applied

- Coordinated developer experience through understanding of cultural preferences and customs.

SSTParts.com, South San Francisco —*Business Support Analyst*

May,2015 - September,2015

- Provided help and answer to the customers' technical issues.
- Communicated clearly and effectively with customers, colleagues, and management to quickly resolve issues and ensure customer satisfaction.
- Supported in the development of programs to train the customer on how to properly use the products.
- Maintained detailed records of daily interactions with customers, installation activities, reported issues, and completed solutions.
- Collaborated with technical staff and clients to establish goals and objectives for system improvements and upgrades.
- Created and implemented new processes to improve efficiency and customer satisfaction while reducing costs.

Mathematics

Certification

Modern Big Data Analysis with SQL via Cloudera
Successfully Negotiation: Essential Strategies and Skills via Coursera
IBM Data Science via Coursera
Software Engineering and Quality in UCSC Silicon Valley Extension