

# Mustafa Zafar

Experienced data scientist with a background in the advertising field, 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. Seeking opportunities to leverage analytical skills and statistical knowledge to contribute to data-driven strategies in a dynamic environment.

## EXPERIENCE

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

May, 2021 - PRESENT

- Conducted exploratory data analysis on advertising datasets to identify patterns and trends.
- Developed and implemented machine learning models including linear regression, logistic regression, decision tree, random forest, naive Bayes classifier, support vector machine, and KNN for predicting customer behavior and optimizing ad campaigns.
- Collaborated with cross-functional teams to integrate predictive models into business processes and decision-making.
- Presented findings and recommendations to stakeholders through clear and concise visualizations and reports.

#### 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

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

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Austin, TX

## Core Skills

Project Management  
Data Analysis  
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

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

May, 2015 - September, 2015

- Provided help and answer to the customers' technical issues.
- Communicate 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.

Xinjiang Normal University, CHINA  
Bachelor of Science - Applied  
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