

# FARZOOQ HABIB

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## PROFILE

8 years of experience in problem-solving, implementing digital solutions in process plants and developing solutions for diverse sectors such as retail, e-commerce and hospitality leveraging artificial intelligence in cross-functional teams.

- **Technical Skills:** Python [Huggingface, TensorFlow, nltk, selenium, beautifulsoup, scikit-learn, spacy, seaborn] Generative AI, MySQL, Tableau, Minitab, SAS, Statistical analysis.
- **Soft Skills:** Storytelling, Project management (Agile), Business insights, Trello, Smartsheet, Strategy.

## EDUCATION

**Purdue University, Daniels School of Business** West Lafayette, IN  
*Master of Science in Business Analytics and Information Management* August 2024 (Tentative)

- 100% tuition Fulbright scholarship

**Ghulam Ishaq Khan Institute of Engineering Sciences and Technology** Swabi, Pakistan  
*Bachelor of Science in Electronics Engineering* June 2015

- Awarded USD 1,000 equivalent for final year project by Ignite-National Technology Fund

## PROFESSIONAL EXPERIENCE

**SIL International** West Lafayette  
*Student Data Science Consultant* January 2024 – April 2024

- **Built an AWS based generative AI model for creating culturally sensitive avatars for indigenous communities** enhancing scale and speed of content generation and **reducing cost by \$510,000.**

**Government of Khyber Pakhtunkhwa** Peshawar, Pakistan  
*Associate* November 2019 – August 2023

- Designed an **interactive visualization dashboard through Tableau** for the Government during COVID-19; data-driven strategy **boosted testing from 40 tests/day to 5,500 tests/day.**
- **Evaluated projects portfolio** of the Government having a total cost of \$4 billion to **assess its impact** and **synthesize actionable insights** for stakeholders resulting in **savings of \$800 million.**
- **Conducted in-depth financial analysis** of revenue from hydropower stations through implementation of leading and lagging indicators resulting in **additional revenue of \$3 billion.**

**Engro Digital** Lahore, Pakistan  
*Instrumentation & Networks Engineer* August 2016 – September 2019

- Led a team of 5 engineers to deploy **predictive modelling for detecting reliability issues** at 25 power plants across MENA region resulting in **2-6% increased availability.**
- Developed **digital solution using machine learning** (XGBoost) to optimize performance of cooling tower at power plant resulting in **reduction of energy consumption by 5.5%.**
- Engineered system architecture securely integrating **OT system with IT system**, enabling real-time data transfer to **Predix Cloud**; enabled implementation of **three suites of digital solutions.**
- Deployed IIoT solutions to improve operations management of auxiliary processes at fertilizer and power plants utilizing Predix Cloud, OPC DA and machine learning.

**Engro Powergen Qadirpur Limited** Ghotki, Pakistan  
*Instrumentation & Controls Engineer* August 2015 – July 2016

- Validated and **optimized performance of physics-based power plant performance model** to **increase plant net efficiency by 0.6%.**
- Created interactive **visualization dashboard using Excel macros** to report key KPIs for power plant performance resulting in **growth in reporting frequency** to management by 50%.
- **Led a project to integrate** and report off-site water pumping station parameters using **Siemens PLC** resulting in **decrease in energy consumption by 6.1%.**

## LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- Member of Beta Gamma Sigma Society for being in **top 20.**
- AWS Certified Cloud Practitioner.
- Merit Scholarship recipient from Purdue University, Daniels School of Business.
- **Co-founded TopIt Technologies**; an online marketplace for teachers and students.