

MOHAMED RIZWAN M.R

Data Scientist

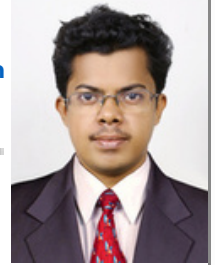
Degree:BCA

Work Ex: 3+ Years

Data Scientist

#python #machine learning #R programming
#java #deep learning #sql databases #hadoop
#business strategy #data visualization #numpy
#pandas #apache #artificial intelligence #spark
#scala #opencv

Ernakulam, Kerala
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Marital Status: Single



OBJECTIVE

To leverage my three years of experience in data science to drive impactful insights and solutions, contributing to the advancement of data-driven decision-making processes. Seeking opportunities to further enhance my expertise in machine learning, statistical analysis, and data visualization while collaborating with cross-functional teams to solve complex business problems and drive innovation in a dynamic environment.

SUMMARY

- 3 Year Experienced Data Scientist with a strong background in statistical analysis, machine learning, and data visualization.
- Proven track record of delivering data science projects from conception to deployment, with a focus on driving measurable business impact.
- Eager to leverage strong programming skills, problem-solving aptitude, and data-driven mindset to extract insights from complex datasets.
- Strong foundation in statistics, machine learning and data analysis techniques, complemented by a deep curiosity to explore complex datasets.
- Proficiency in programming languages such as Python or R, along with experience working with libraries and frameworks such as scikit-learn, TensorFlow, or PyTorch.
- Excellent communication and collaboration skills, with the ability to translate complex technical concepts into actionable insights for non-technical stakeholders.

TECHNICAL EXPERTISE

- | | | |
|--------------------|---------------------------|-----------------------|
| ❖ Python | ❖ Artificial Intelligence | ❖ Power BI |
| ❖ Machine Learning | ❖ Data Visualization | ❖ Wordpress Problem- |
| ❖ Deep Learning | ❖ Business Strategy | ❖ Solving Ability |
| ❖ R Programming | ❖ SQL | ❖ AWS |
| ❖ Numpy | ❖ Hadoop | ❖ SEO & SMM |
| ❖ Pandas | ❖ Apache Spark | ❖ Communication Skill |
| ❖ OpenCV | ❖ Scala | ❖ MySQL |

EXPERIENCE HISTORY

Data Scientist

Cube Matrix Marketing Services LLC

January 2021- February 2024

Duties:

- Conducted in-depth exploratory data analysis (EDA) using statistical methods and advanced data visualization techniques to uncover meaningful patterns, trends, and anomalies within complex datasets.
- Developed and fine-tuned machine learning models, leveraging a deep understanding of algorithms such as regression, classification, clustering, and time series forecasting. Employed advanced techniques like ensemble learning and hyperparameter tuning to optimize model performance.
- Provided mentorship and guidance to junior members of the data science team, sharing best practices, offering technical expertise, and fostering a culture of continuous learning and professional growth within the organization.

- Lead the deployment of machine learning models into production environments, ensuring seamless integration with existing systems and platforms. Employ strategies for scalability and performance optimization to handle large volumes of data and real-time processing.
- Collaborated closely with cross-functional teams including business stakeholders, software engineers, and domain experts to understand business requirements, translate them into actionable data science projects, and deliver impactful solutions that address key business challenges.
- Leveraged domain expertise and business acumen to extract strategic insights from data analysis, identifying opportunities for revenue growth, cost optimization, risk mitigation, and process improvement that drive measurable business impact.
- Stay abreast of emerging trends, technologies, and methodologies in data science and machine learning, actively contributing to the organization's innovation roadmap through the exploration and adoption of cutting-edge tools and techniques.

**Technical Head
Edutrainers Pvt. Ltd**

**Ernakulam, Kerala, India
January 2020 To December 2020**

- Developed and managed websites in PHP.
- Managed Website with live event updates
- Managed social medias with daily contents.
- Provided Technical Support.
- Experienced with various automation tools for marketing.
- Drive traffic to company's website.
- Optimized landing pages and user funnels.
- Creative content creations.
- Developed websites in wordpress.
- Researched about apt niche, audiences, competitors and keywords.
- Used different website analytics tools.
- Done lead generation using different type of campaigns.

**Digital Marketing Manager
Spaniac Corporate Solutions Pvt. Ltd**

**Ernakulam, Kerala, India
August 2017 To December 2019**

- Responsible for the development and management of digital marketing programs.
- Accomplishes marketing and sales objectives by planning, developing, implementing, and evaluating advertising, merchandising, and trade promotion programs; developing field sales action plans.
- Identifies marketing opportunities by identifying consumer requirements, defining market, competitor's share, competitor's strengths and weaknesses, forecasting projected business, establishing targeted market share.
- Improves product marketability and profitability by researching, identifying, and capitalizing on market opportunities, improving product packaging; coordinating new product development.
- Provides information by collecting, analyzing, and summarizing data and trends.
- Creating and implementing comprehensive digital marketing strategies to achieve business objectives, increase brand awareness, and drive customer engagement.
- Planning, executing, and optimizing digital marketing campaigns across various channels, such as social media, email, search engines, display advertising, and content marketing.
- Utilizing web analytics tools and other data sources to analyze campaign performance, identify trends, and make data-driven decisions to improve ROI and conversion rates.
- Monitoring and managing the digital marketing budget to ensure efficient allocation of resources and achieve desired outcomes.
- Analyzing website and landing page performance, identifying areas for improvement, and implementing CRO strategies to increase conversion rates.
- Conducting market research and competitor analysis to identify opportunities, challenges, and industry trends that can inform marketing strategies.
- Preparing regular reports and presentations for management

WORKS

Attendance Marking Using Face Detection (Python & Machine Learning)

This is a project which is developed for simplifying the process of marking real-time attendance as well as to eliminate chances of fraud or error while doing the same. It also generates automated reports which can be used for various purposes. In this project, we developed an automated attendance marking system using face detection techniques and machine learning algorithms. The goal of the project was to streamline the attendance-taking process and eliminate manual record-keeping, making it efficient and accurate.

- **Skills Utilized:**

- Python programming for implementing face detection, recognition, and database handling.
- OpenCV for computer vision tasks, including face detection.
- Machine learning libraries (TensorFlow & scikit-learn) for training and using the face recognition model.
- Database management skills (SQL).
- User interface development (Tkinter).

- **Outcome:**

- The Attendance Marking Using Face Detection project proved to be a success, significantly reducing the time and effort required for attendance management. The automated system improved accuracy, eliminated the chances of proxy attendance, and provided valuable insights into attendance patterns.

Emotion Detection System (Python & Machine Learning)

This is a project which has been developed for identifying the human emotions from voice recordings using python and machine learning algorithms. This project involves analyzing various acoustic features as well as using natural language processing techniques (NLP) to interpret the content of the speech.

Skills Utilized:

- Python programming for building the emotion detection system and GUI development.
- Deep learning frameworks (TensorFlow, Pycharm) for training and optimizing the CNN model.
- Data preprocessing techniques for preparing the labeled dataset.
- Model evaluation and hyperparameter tuning for optimizing performance.
- Graphical User Interface (GUI) development using Tkinter..
- Real-time image processing and analysis.

Outcome:

The Emotion Detection System demonstrated high accuracy in recognizing a wide range of emotions, including happiness, sadness, anger, surprise, fear, and neutral expressions. The system's real-time capability and accurate emotion identification opened up opportunities for its application in fields like human-computer interaction, market research, and mental health analysis.

Edutrainers (PHP)

This is a project which is developed for the purpose of an official website for Edutrainers, which is a non-government non-profit educational organization.

Duties:

- Worked on the designing and development part.
- Created and managed MYSQL database.
- Validation and Testing of the project.
- Code reviews.

ACADEMICS			
* BCA	IGNOU	70%	2019-2023
* B.Tech in ECE	CUSAT	Course Completed	2012-2016
* XII	KERALA STATE	82.33%	2010-2012
* X	KERALA STATE	91%	2010
CERTIFICATIONS			
*NSDC Certification in Masters in Data Science.			
I hereby declare that the information furnished herein is correct and to the best of my knowledge.			
-MOHAMED RIZWAN M. R			