

Contact

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(LinkedIn)

Top Skills

AI Agents
Executive Reporting
Workflow Automation

Languages

Urdu (Native or Bilingual)
French (Limited Working)
English (Native or Bilingual)

Certifications

Full Stack Data Scientist
Introduction to Power Bi

Mahad Jafri

Senior Analytics and Automation Lead @ Careem | Accelerating growth with data-driven insights
Pakistan

Summary

High-performing Data Scientist with a strong background in using data to solve complex business challenges across Europe and MENA. Adept at translating complex data insights into actionable business strategies. Proven ability to build data pipelines, predictive models, and lead teams to deliver high-impact, data-driven solutions that drive business growth. A strong communicator, skilled at presenting technical projects and their business value to both technical and non-technical stakeholders.

Experience

Careem

Senior Analytics and Automation Lead
March 2025 - Present (7 months)

- 1. Built an interactive dashboard in Superset to measure defect rate across different markets, reducing defects by 1%.
- 2. Partnered with Care team stakeholders to design and conduct A/B testing for a new preferential care policy, effectively communicating the results that led to a 2% increase in On-Time deliveries and ETA adherence.
- 3. Developed an AI-powered SQL agent capable of executing basic SQL queries and performing lightweight data analysis to support internal reporting and decision-making, reducing manual data retrieval time by 40%.
- 4. Engineered a one-stop solution to automate captain incentive campaigns, reducing creation time by 90% and enabling proactive campaigns to minimize revenue leakage.

Afiniti

5 years 1 month

Senior Data Scientist
January 2025 - March 2025 (3 months)

- 1. Led a team with 4 direct reports, generating \$10 million in additional value for our client, Telefonica Spain.

2. Built a pipeline to predict lagged metrics using Neural Networks and Gradient Boosting algorithms. Models were able to forecast 90-day revenue based on 3-day predictors with 85% accuracy after extensive hyperparameter tuning.
3. Assigned additional responsibilities as developer for Afiniti's custom R-based modelling tool used company-wide. Incorporated new training and validation methodologies into the pipeline, improving validation accuracy by 10%.
4. Used Timeseries Analysis to predict the impact of football matches on caller behavior, model validations boosted by 2%.
5. Optimized agent/caller interactions in call centers using MCMC Stan models and decision trees, resulting in a 5% increase in client revenue across multiple accounts.
6. Developed a multistep join logic in PostgreSQL/MySQL for outcomes and calls feeds in collaboration with the client teams. Outcomes to Call attribution rate improved by 8% while processing time was reduced by 40%.

Data Scientist II

February 2022 - December 2024 (2 years 11 months)

1. Optimizing the revenue generated from agent/caller interactions inside call centers, using decision trees, Markov chain Monte Carlo (MCMC) methods, and Bayesian Mean Regression
2. Developing interactive RMarkdown/Shiny dashboards to track and visualize important KPIs
3. Training neural networks and gradient boosted decision trees (LightGBM, Random Forest) for revenue-forecasting
4. Writing Item-Response models in Stan to perform Logistic regression and rank Call-center agents
5. Using Decision trees (Rpart, LGBM), supervised learning to create groupings for modelling features. Perform chi-squared tests to identify collinearity between variables in the dataset and identify useful features to optimize intended KPIs
6. Transforming raw csv source feeds into meaningful modelling datasets in MySQL, PostgreSQL
7. Training and managing new resources
8. Developer for the company's custom modelling tool. Built and integrated various new features into the modelling pipeline. Maintain GIT repository and provide support in case of Bug fixes and Feature Requests

Data Analyst

March 2020 - January 2022 (1 year 11 months)

Karāchi, Sindh, Pakistan

1. Optimizing the revenue generated from agent/caller interactions inside call centers, using decision trees, Markov chain Monte Carlo (MCMC) methods, and Bayesian Mean Regression
2. Developing interactive RMarkdown/Shiny dashboards to track and visualize important KPIs
3. Training neural networks and gradient boosted decision trees (LightGBM, Random Forest) for revenue-forecasting
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Lahore University of Management Sciences

Teaching Assistant

January 2019 - June 2019 (6 months)

Lahore University of Management Sciences

Undergraduate Research Assistant

June 2018 - June 2018 (1 month)

Lahore University of Management Sciences

Undergraduate Research Assistant

June 2017 - August 2017 (3 months)

Education

Lahore University of Management Sciences

Bachelor of Science - BS, Electrical and Electronics

Engineering · (2015 - 2019)

Qualifi Ltd

Postgraduate Diploma, Project Management · (July 2023 - September 2023)

Nixor College

A levels , Engineering · (2013 - 2015)

