Muhammad Ibrahim Mian

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EDUCATION

University of Illinois Urbana Champaign *May'23*

MS, Information Management - Focus in Data Science & Analytics - GPA: 3.96/4.00
Core Courses: Applied Machine Learning, Business Intelligence & Data Warehouse, Text Mining

Ghulam Ishaq Khan Institute of Engineering Sciences and Technology - Pakistan *May'17*

BS, Engineering Sciences - GPA: 3.15/4.00

KEY COMPETENCIES & SKILLS

- **Product & Strategy:** Product Strategy, Project Management, Business Intelligence, Customer Analytics, Data Analysis, Business Analysis
- **Statistics:** Bayesian Modeling, Hypothesis Testing, A/B Testing, Applied Statistics and Inference
- **Tools:** SQL, Python, Big Data (MySQL), ETL, Google Analytics, E-Automate, Salesforce, IBM UNICA, JIRA
- **Data Analytics:** Data Visualization (Tableau), MS Excel, Data Collection & Processing, Data Modeling
- **Machine Learning:** Supervised and Unsupervised Learning, Natural Language Processing, Sckit-Learn, Mathplotlib

WORK EXPERIENCE

Zong Mobile **Islamabad, Pakistan**
Marketing Data Scientist *Nov'19 - Jul'21*

Data scientist with a track record of developing and implementing effective campaigns using predictive models and data extraction tools, resulting in reduced churn and increased revenue

- Reduced customer churn by **1.3%** by analyzing customer mobile usage through bayesian statistical models and executing incentive campaigns to the selected customer base.
- Conducted A/B tests to quantify the impact of incentive campaigns and recommended feature changes that led to an increase in campaign performance by **15%**
- Collaborated with Facebook to integrate bundles on their market platform by offering the best option based on customer usage through customer segmentation model - resulting in a **17%** increase in market penetration and **11%** revenue boost
- Oversaw IBM-to-Teradata marketing automation platform shift, improving campaign personalization and insights - cutting free incentive loss by **23%**

OneScreen Solutions **Islamabad, Pakistan**
Operations Data Analyst *Jun'17 – Oct'20*

Operations analyst with a track record of successfully implementing ERP and CRM systems, improving customer satisfaction, and leading cross-functional teams

- Led successful implementation of ERP system (E-Automate) for warehouse management, resulting in a **57%** reduction in inventory losses by automating the process and replacing manual Excel-based processes
- Managed the deployment of CRM system (FreshWorks & Salesforce) to create a centralized support ticketing and knowledge base system, resulting in a **35%** decrease on ticket resolution time
- Implemented agile best practices in collaboration with engineering and QA teams resulting in a **60%** decrease in bug resolution time
- Trained and supervised a team of 10 product operations individuals for providing technical support, ensuring product adoption and growth, and improving customer relationships

RESEARCH & TEACHING EXPERIENCE

School of Information Sciences - UIUC **Champaign, IL**
Research Assistant (ACTION Lab) - Advisor: Dr. Jessie Chin *Aug'22 - Present*

- Analyzed COVID-19 related behavior changes over time by extracting tweets with Tweepy and Hydrator
- Sampled tweet data for each month and annotated it to understand tweet themes
- Employed unsupervised machine learning models (KNN, K-Means) using the annotations to detect tweet themes and create result dashboards

Teaching Assistant (Methods of Data Science) - Instructor: Dr. Yang Wang *Jan'22 - May'22*

- Prepared and delivered lectures to class of 60 students on topics including statistical inference and supervised machine learning models (Naive-bayes and Regression)
- Held office hours to assist students in queries regarding course work and projects to ensure that they are using the correct machine learning models to analyze results