Mohamed Abuhalala
Marketing Data Scientist

Product-focused Marketing Data Scientist with **3+ years of experience in mobile advertising and user acquisition**. I work with **experimentation and behavioral data** to support growth decisions. At Phiture, I **lead the data science development of Catchbase**, an in-house **Apple Ads** management platform that uses **reinforcement learning** to manage campaigns, budgets, and keyword bids. Strong background in **experimentation, incrementality, causal inference, SQL/Python analytics, ML, and self-serve BI.**

Contact

Phone
+49 152 23225547

Email
myf.abuhalala@gmail.com

LinkedIn

GitHub

Portfolio

Skills

- Python
- SQL
- Looker Studio
- Amplitude
- Google Cloud Platform
- Docker
- Machine Learning
- A/B, Incrementality Testing, Causal Inference

Languages

English | Fluent

German | Fluent

Arabic | Native

Experience

Apr 2022 - Present
Phiture GmbH | Berlin, Germany
Data Scientist

- Developed Catchbase, Phiture's proprietary **Apple Ads optimization engine**, now a **core SaaS product** used by global brands including **Adobe**, **LEGO**, and **Pinger**.
- Built and deployed **reinforcement learning systems for Apple Ads** campaign management.
- Designed and evaluated **experiments and incrementality tests using causal inference** for **Adobe**, **eToro**, and others.
- Built end-to-end ML pipelines using **GCP, MLflow**, **FastAPI**, and **Docker**.
- Analyzed user **behavior data for HBO** apps to **identify churn drivers** and inform retention strategy.
- Created and maintained **multiple Looker Studio reports** for internal teams and clients.
- Conducted data audits across multiple clients and surfaced insights that **reshaped user retention strategy**.
- Led workshops on **machine learning and experiment design.**

Jul 2024 - Sep 2024
USAID | Freelance Project
Data Scientist – Disaster Risk & Climate Impact Analysis

- Conducted a comprehensive **damage assessment analysis** in Eastern Libya **following Storm Daniel.**
- Analyzed **satellite**, **geospatial**, and **climate datasets** to assess infrastructure vulnerability.
- **Co-authored and delivered a detailed policy report** with actionable recommendations to enhance disaster preparedness and infrastructure resilience.

Jan 2022 - Mar 2022
Le Wagon | Berlin, Germany
Teaching Assistant - Data Science

- Helped students practice concepts such as **A/B Testing,** Evaluation Metrics, **TDD**, **CI/CD**, and **ML** model training and validation.
- Reviewed teaching material and suggested improvements and changes.
- Assisted students with daily coding challenges and offered technical support.

Apr 2021 - Mar 2022
50Hertz Transmission GmbH | Berlin, Germany
Data Analyst

- Developed **ETL** pipelines for energy data, completely eliminating the manual reporting process.
- Created and maintained the team's codebase on **Azure DevOps**.
- Built custom Python modules for parsing EDIFACT text files.

Education

Diploma in Data Science Oct 2021 - Dec 2021
Le Wagon Coding Bootcamp - Batch #735 | Berlin, Germany

Hollywood Frame by Frame: A Deep Dive into On-Screen Diversity
- Used deep learning to analyze keyframes in over 200 Hollywood films and generated dashboards showing statistics on gender and race distribution (Final project).

BSc in Civil Engineering Jan 2016 - Jan 2020
Technische Universität Berlin | Berlin, Germany

Temperature-based Retention Time Prediction (Bachelor Thesis, 1,0)
- **Created a novel algorithm** for calculating retention times in pressure pipes using temperature time series data.

Python workshop for post-grad students
- Led a workshop that introduced post-grad students to Python at the faculty of civil engineering at the TU Berlin.