



Mohamed Abuhalala

Data Scientist

Product-focused **Data Scientist** with 3+ years of experience, applying **machine learning, reinforcement learning, and behavioral analytics** in the **mobile ads & user acquisition space**. At Phiture, I lead the data science development of Catchbase, our in-house **Apple Ads management platform**, which autonomously manages campaigns, budgets and keyword bids in real-time using reinforcement learning algorithms.

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**.
- Designed and deployed **reinforcement learning systems** for real-time Apple Ads campaign management.
- Ran **incrementality analyses** using controlled tests and **causal inference methods**.
- Designed **end-to-end ML pipelines** (model training, evaluation, deployment) using **GCP, MLflow, FastAPI, and Docker**.
- Worked closely with **product managers and UA teams** to scope features, define roadmaps, and align outputs with business goals.
- Analyzed user behavior data from top streaming platforms to uncover churn patterns and **improve retention strategy**.
- Conducted data audits for several clients and unlocked insights that reshaped their **user retention strategy**.

Jul 2024 - Sep 2024

USAID | Freelance Project

Data Scientist – Disaster Risk & Climate Impact Analysis

- Conducted a comprehensive damage assessment 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 an 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.

Contact

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Email

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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