

Mohamed Yasir

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EDUCATION

UNIVERSITY OF TOLEDO

MASTER OF BUSINESS
ADMINISTRATION

Major: Information Systems
Minor: International Business
Grad. in Dec 2020 | Toledo, OH
GPA: 3.54

ANNA UNIVERSITY

BACHELOR OF ENGINEERING

Major: Electronics and
Communication Engineering
Graduated in 2018 | Trichy, India

LINKS

Github:// [mohamedyasirmm](#)
 LinkedIn:// [mohamedyasir96](#)
 HackerRank:// [yasir_rockets](#)
 Twitter:// [mmdyasir](#)

COURSEWORK

GRADUATE

Business Intelligence
DBMS and SQL
Information Security
Market Analysis

UNDERGRADUATE

Computer Networks
VLSI
Electronic Circuits
Functional Programming
Wireless Communication
Electronic Devices

SKILLS

PROGRAMMING

Python • C++ • SQL • Bash • VBA

WEB

HTML • CSS • JavaScript

TOOLS & TECHNOLOGIES

Jupyter • Numpy • Scipy •
 Scikit-Learn • Matplotlib • Docker •
 Visual Studio Code • Spark • MS SQL
 Server • Tableau • Power BI

EXPERIENCE

UNIVERSITY OF TOLEDO | GRADUATE STUDENT RESEARCHER

Aug. 2020 – May 2021 | Toledo, OH

- Authored a paper with the title "Interpreting Neural Population Dynamics Over Time During Neuroplasticity" under the supervision of **Dr. Euisung Jung**
- Gathered information from 60+ research papers and identified state-of-the-art technologies and algorithms available to capture and decrypt neural population dynamics
- Compared neural network architectures, set goals to apply Spiking Neural Network (SNN) and STDP learning to mimic biological neurons for developing advanced BCI

THE HOSPITALITY NETWORK | MARKETING DATA ANALYST INTERN

Apr. 2019 – May 2019 | Dubai, UAE

- Deciphered marketing metrics by performing Exploratory Data Analysis to visualize campaign effectiveness
- Created clusters to identify 8,000+ inactive clients likely to require future service, providing insight to marketing and sales teams to increase renewals by 10
- Assisted Business Development Manager in developing and managing creative (A/B) test strategy across direct mail, web, and seminar channels

FREELANCER | FULL-STACK DEVELOPER

Jul. 2018 – Mar. 2019 | Coimbatore, India

- Carried out projects using HTML, CSS, JavaScript, Adobe Creative Tools and translated client requirements into 50+ deliverables
- Maintained design workflow, creative processes, and project management by establishing priorities especially on innovation, quality, and meeting deadlines
- Delegated tasks to a team of 5 members, coordinated and counseled on all aspects of the projects. Fostered new ideas and different perspectives to achieve fresh outputs

PROJECTS

SALES PREDICTION FROM MARKETING DATA

- Prepared a sales prediction report by performing Exploratory Data Analysis in Jupyter Notebook. eliminated less important features using PCA and applied 4+ regression models

EMPLOYEE ASSIGNMENT TOOL

- Developed a forms application using VB.Net along with a team of 4 people to help the census bureau in assigning employees for the census process and in data collection

AUTOMATIC SUBSIDIARY GOODS DISTRIBUTION SYSTEM

- Engineered a smart dispensing system prototype to replace India's current subsidiary goods distribution methods, intending to eliminate adulteration and errors caused by the middlemen. Won 1st place in national-level project symposium

EXTRA-CURRICULAR

STUDENT PLACEMENT COORDINATOR

- Oversaw variety of job placement and work-based learning activities for fellow students, helped college and recruiters to conduct interviews