Mohamed Yasir Mohamed Maideen

linkedin.com/in/mohamedyasir96/ | HackerRank | mohamedyasirmm@gmail.com | Ph. +1-(419)-269-5724 | Charlotte, NC 28262

EDUCATION

MBA in **Information Systems, International Business**   **July 2018 – Dec 2020**
University of Toledo | Toledo, Ohio | GPA: 3.54

Bachelor of Engineering in **Electronics and Communication Engineering**   **Aug 2014 – April 2018**
Anna University | Tiruchirappalli, India

WORK EXPERIENCE

Junior Data Analyst, CloudData Technology | Wilmington, DE   **March 2021 – Present**
- Responsible for **data extraction, data aggregation**, the building of centralized data solutions, and **quantitative analysis** to generate business insights.
- Outline and facilitate the collection of key data sources and **KPI's** needed to drive business insights.
- Generate **ad hoc reports** and regular datasets or report information for end-users using system tools and database or data warehouse queries and scripts, business intelligence tools including, **SQL Server Management Studio, SQL Server Reporting Services, Python, Power BI.**

Research in Brain-Computer Interface (BCI), University of Toledo | Ohio, USA   **Jan 2020 – Dec 2020**
- Reviewed **50+ research articles** to identify the **state-of-the-art technologies and algorithms** available to capture brain images and to decrypt neural dynamics.
- Created **theories and ideas** to use data generated by neurons during neuroplasticity to develop **advanced neural prostheses.**
- Collaborated with professors to brainstorm the feasibility of the study and to draft the professional research article.

Marketing Data Analyst Intern, The Hospitality Network | Dubai, UAE   **April 2019 – May 2019**
- Synthesized and analyzed data from LinkedIn, Facebook, and Twitter to provide **10,000+** prospective client Information for lead generation.
- Adapted **data validation methodologies** to ensure the quality of client data, contributed a **10%** increase in the campaign efficiency.
- Presented **data visualizations & reports** to communicate **actionable insights** and **recommendations** to senior managers.
- Formulated different strategies to **cultivate brand presence** on digital platforms and to maintain a consistent relationship with existing clients.

Graphic and Web Developer, PSG Institute of Management | Coimbatore, India   **July 2018 – March 2019**
- Maintained **design workflow**, **creative processes**, and project management by establishing priorities especially on innovation, quality, and meeting deadlines.
- Carried out projects using **HTML, CSS, Adobe Creative Tools** and translated client requirements into deliverables.
- Delegated tasks to the design team of **5 members**, coordinated and counseled on all aspects of the projects. Fostered **new ideas** and **different perspectives** to achieve fresh outputs.

PROJECT EXPERIENCE

Stock Price Predictor using Time Series Forecasting – Python, LSTM, Plotly Dash, Jupyter Notebook
- Acquired and explored historical stock data to find **correlations**, **general trends,** and **outliers**. Preprocessed data for further analysis.
- Evaluated multiple models (**k-NN, LSTM, Linear Regression**) and compared the **error rates** to select the optimal model for the prediction process.
- Presented the output with an **interactive dashboard** to compare the results with **5+** growth stocks, facilitated investment decisions.

Employee Assignment Tool for US Census Bureau – MySQL, MS Access, MS Visio, MS Visual Studio
- Prepared different **entities** based on the **business requirements** in the process of employee assignment and performed **Extract, Transform, Load (ETL)** datasets from the US Census Bureau.
- Defined **database schema** and designed **data flow architecture** by analyzing the relationships between different entities.
- Demonstrated the application with an interface using visual studio to **insert, retrieve and update** employee information.

Automatic Public Distribution Systems – Microprocessor, Embedded C, RFID, MATLAB
- Engineered a **working prototype** to remodel India's traditional ration distribution system with an **automated dispensing system** to remove adulteration and errors caused by the middlemen.
- Utilized **MATLAB** to develop the **interfaces** for reading user inputs, performing Point of Sale (POS) simulation, controlling the parameters of the systems from remote locations.
- Spearheaded a team of **4 people** in a national-level engineering symposium and secured **1st position** in the innovative science project category.

SKILLS / CERTIFICATIONS

Core Expertise: Statistical analysis, Machine Learning Models, Python, C++, NLP, UNIX Shell Scripting, Data Cleaning (Pandas) and Data Warehousing, Database design and Data modeling, VBA, SQL, Data visualization and reporting. **Tools:** Tableau, Jupyter Notebook, NLTK, MATLAB, Git Bash, MS Excel, MS Access, MS SQL Server, MS Visio, MS Visual Studio, Adobe Creative Tools.

Certifications: MicroMasters in Data Science, UC San Diego Extension - Probability and Statistics in Data Science using Python | Machine Learning Fundamentals | Python for Data Science | Big Data Analytics using Spark (In Progress) ● Entrepreneurship in Emerging Economies, HarvardX ● Introduction to Investments, Indian Institute of Management.

******