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

SKILLS

PROGRAMMING
Python • C++ • SQL • Bash • VBA

WEB
HTML • CSS • JavaScript

TOOLS & TECHNOLOGIES
Jupyter • Numpy • Scipy • Scikit-Learn • Matplotlib • Seaborn • Docker • Visual Sudio Code • Spark • MS SQL Server • Tableau • Power BI • Agile Frameworks

LINKS

Github:// **mohamedyasirmm**
LinkedIn:// **mohamedyasir96**
HackerRank:// **yasir_rockets**
Twitter:// **mmdyasir**

CERTIFICATIONS

Google Data Analytics Professional Certificate | 2021
Machine Learning Fundamentals, UC San Diego | 2020

COURSE WORK

Business Intelligence
RDBMS and SQL
Information Management and Security
International Market Analysis

EXPERIENCE

UNIVERSITY OF TOLEDO | Graduate Student Researcher
Jan 2020 – May 2021 | Toledo, OH
- Authored a paper under the supervision of **Dr. Euisung Jung** to understand how the brain collects, organizes, processes, and visualizes data to make use of it in practical applications.
- Gathered and reviewed information from 60+ research papers and identified state-of-the-art technologies and algorithms available to capture, analyze and decrypt neural activity.

THE HOSPITALITY NETWORK | Marketing Data Analyst Intern
Apr 2019 – May 2019 | Dubai, UAE
- Deciphered marketing metrics into key business insights and opportunities for scalable user growth.
- 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
- Developed and shaped the marketing analytics function; played a key role in helping to source and transform data into scalable dashboards and tools.
- Assisted Business Development Manager in developing and managing creative A/B test strategies across direct mail, web, and social media channels.

PROJECTS

COVID-19 INFECTION RATE ANALYSIS AND VISUALIZATION
• Acquired dataset from CDC resources and loaded to MS SQL server to perform data cleaning and aggregation. Forecasted worldwide infection rate and visualized the findings using the dashboard on Tableau.

SALES PREDICTION FROM MARKETING DATA
• Evaluated marketing channels by performing Exploratory Data Analysis in Jupyter Notebook. Eliminated less important channels in driving sales using PCA and applied 4+ regression models to predict future sales.

EMPLOYEE ASSIGNMENT TOOL
• Created tables, relationships, triggers, and stored procedures to store census demographic data and designed forms application interface with MS visual studio to help the census bureau in assigning employees 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 a variety of job placement and aptitude learning activities for 450+ students. Supported faculties and recruiters to conduct interviews.