MAHNOOR K.

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EDUCATION

Boston University
MSc. Applied Business Analytics (STEM OPT Eligible) | **GPA: 4.00**   May 2025
Relevant Coursework: Python & SQL, Cloud Analytics, Data Mining, Marketing Analytics, Operations Management.
Lahore School of Economics
BSc. Hons Economics & Marketing | **CGPA: 3.91**   Aug 2016 - May 2020

PROFESSIONAL EXPERIENCE

Bayer Crop Science| Lahore, Pakistan   May 2021 - Apr 2025
Digital Enablement Analyst/Executive
- Delivered **USD 1M+ profit uplift** by developing machine learning-based farmer segmentation models to optimize Go-To-Market strategy.
- Applied descriptive analytics on **500+ partner engagement** records to identify attendance trends and simplify future large-scale conference planning.
- Designed and delivered analytics training for **80+ employees**, introducing data visualization-based use cases to strengthen organizational data literacy and model adoption.
- Increased reporting efficiency **by 30%** through SQL-based automation of data pipelines and dashboards.
- Led and built adoption analytics for **3,140 farmers and 107 advisors**, using engagement data to identify retention patterns and optimize digital onboarding strategies.

Nestle| Lahore, Pakistan   Aug 2020 - Apr 2021
Supply Chain Analyst
- Performed analytics on warehouse safety records to uncover high-risk zones, leading to a **7% YoY reduction** in incidents.
- Enhanced **labor productivity by 11%** by introducing a new training program incorporating insights from a process structure analysis of workflow.
- Implemented route optimization techniques that improved logistics efficiency and reduced transportation time by **12%**, streamlining material delivery operations.
- Developed and applied regression-based cost models which led to **a 9% reduction** in material transport expenses.

PROJECTS

- Impact of External Debt on Economic Growth (Thesis): Conducted research on 35 developed underdeveloped countries (respectively) to show external debt impacts economic growth by 22%. (Private Git Repository).
- *Reasons and Effects of Extravagant Weddings in Pakistan*: Directed a **5-member team** to conduct and analyze **120 surveys** to help identify key drivers of extravagant weddings.
- Developed a data-driven career analysis platform using **Spark, AWS, and Azure** to evaluate 2024 job market trends through advanced analytics and machine learning.

EXTRACURRICULAR ACTIVITIES

Lead Organizer at the Business Society   Jan 2017 - Dec 2020
- Leveraged data analytics and **A/B testing** to optimize outreach and content strategy, driving a **31% YoY increase** in social media engagement and securing **USD 5,000+** in new sponsorships.

Drive Leader at the CSR Society   Jan 2019 - Dec 2020
- Applied data-driven insights and network analysis to optimize outreach, securing **USD 10K** in donations and identifying 20 new high-impact charity partners to strengthen future CSR initiatives.

ABA Hackathon Winners Fall 2025 – Boston University   Oct 2025
- Led a team to victory in the Fall 2025 ABA Hackathon by developing a predictive analytics model on U.S. college data, **earning first place** for innovative data insights and presentation.

SKILLS

Programming: Python, R, SQL, SAS, SPSS, Stata, Minitab.
Machine Learning: Scikit-learn, Spark MLlib, PySpark MLlib, Predictive Modeling, Neural Networking, Supervised Learning, Unsupervised Learning, Classification, Clustering, Conjoint Analysis, Logistic Regression.
Data Visualization: Tableau, Power BI, Matplotlib, Seaborn, Plotly, Dash.
Cloud & Tools: AWS (S3, EC2), Azure, Git, Cloud Computing.
Statistics: Hypothesis Testing, Regression, Statistical Modeling, Time Series Analysis, Multivariate Analysis, ANOVA.