

# Muhammad Mohsin

+923476912686 ◇ Islamabad, Pakistan ◇  
◇m.mohsin2k23@gmail.com

## OBJECTIVE

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To leverage my expertise in business analytics, data analysis, and digital marketing within a dynamic organization. With experience in BPO, social media marketing, and capstone projects, I aim to apply my analytical skills, Power BI proficiency, and communication abilities to drive data-driven decision-making and contribute to business growth while continuously enhancing my professional capabilities.

## EDUCATION

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**Pursuing BS Business Analytics** : International Islamic University Islamabad.

### Projects:

- AI-Driven Customer Sentiment Analysis for E-commerce: Developed a dashboard to visualize customer sentiment trends, analyze product performance, and provide recommendations to improve customer experience.
- Web Application using Flask: Built a basic web application with Flask to perform prescriptive analysis, focusing on user-friendly design and functionality.

## SKILLS

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- Power BI, Data Analytics, MS Office
- Canva, Communication

## EXPERIENCE

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- Worked With Paramount Leading Group of Company three Months to run a marketing campaign.
- As a CSR worked with Leaders BPO 4-5 months.
- As a CSR worked WITH Capstone 3 months.
- Social Media Marketing for 1 year.

## INTERESTS

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- Music
  - Social Media (Content Creation, Digital Trends, Engagement Strategies)
  - Current Affairs (Global Trends, Business & Economic News)
  - Badminton (prefer to play in a leisure time)
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