RASHID KHAN

+44 7823 434849 | link2rashidkhan@gmail.com | www.linkedin.com/in/rashid-k | Liverpool, UK

Summary

A proactive and detail-oriented data professional with hands-on experience in developing and deploying **machine learning models**, building **automation solutions**, and delivering **actionable insights** for senior stakeholders. Skilled in **Python**, **SQL**, **Power BI**, and **AI/ML workflows** including **NLP** and **forecasting**, with strong capability in **data validation**, **dashboarding**, and **KPI reporting**. Proven track record of collaborating across departments to translate business problems into measurable outcomes, and communicating complex findings clearly. Seeking to apply and expand these skills in a practical, **mentorship-led** UK environment.

Relevant Experience

Data Analyst - Automation & Insights   May 2024-Jan 2025
MAX Life Insurance Company Limited

- Developed a predictive **customer churn model** using **Scikit-learn** and **XGBoost** on **500,000+** customer records; identified high-risk segments and supported a retention campaign that reduced churn by **8%** within one quarter.
- Built an end-to-end **NLP pipeline** using **spaCy** and **BERT** to automate sentiment and theme extraction from **10,000+** monthly support tickets, saving **15 hours/week** and surfacing product improvement priorities.
- Created interactive **Power BI dashboards** tracking campaign **ROI** and **customer lifetime value (CLV)**; insights enabled reallocation of a **50,000** budget to higher-performing channels, increasing lead conversion by **12%**.
- Automated weekly sales and performance **reports** using **Python** and **SQL**, reducing manual compilation time from **6 hours** to **30 minutes/week** and improving delivery cadence to commercial and marketing teams.
- Collaborated with software and marketing teams to deploy a **Flask-based internal tool** that automated lead scoring, processing **3,000+** leads/month and improving sales targeting efficiency.
- Implemented robust **data validation** and **quality checks** across CRM and analytics sources to ensure accurate, audit-ready reporting outputs.

Business Analyst   Mar 2023-Mar 2024
Canara HSBC Life Insurance

- Implemented a web scraping framework using **Scrapy** to collect competitive pricing data from **50+** e-commerce sites daily, enabling dynamic pricing adjustments and improving competitive response by **20%**.
- Trained and fine-tuned an **Automatic Speech Recognition (ASR)** model using **OpenAI Whisper** to transcribe **1,000+ hours** of customer service calls with **94%** accuracy, enabling analysis of top complaint drivers.
- Developed monthly revenue forecasting using **Facebook Prophet** and **SARIMA**, achieving **92%** accuracy and improving cash flow planning for finance stakeholders.
- Supported cross-departmental process improvement by automating **data collection** and **validation** for monthly board reports, ensuring consistency and reducing errors in key financial metrics.
- Gathered **requirements** and translated business needs into clear **reporting** and system specifications for technical teams.

Data Analyst   Sep 2021-Feb 2023
Ad Global 360

- Performed advanced **data analysis** and **reporting** using **Excel**, **SQL**, and **Power BI** to support KPI tracking and decision-making across cross-functional stakeholders.
- Integrated **learning & development** data with performance review outcomes and applied statistical analysis to quantify training impact on performance ratings, informing future L&D investment decisions.
- Built a dynamic **headcount** and **cost-modelling** tool in **Excel** to support scenario planning (reorganisations, growth plans) and executive-level board presentations.
- Automated recurring **reporting** workflows using **Python**, saving **20+** analyst hours per week and improving consistency of weekly outputs.

Education

University of Liverpool Jan 2025-Jan 2026
MSc Data Science & Artificial Intelligence (Expected Jan 2026)
Maharshi Dayanand University Aug 2012-Apr 2016
Bachelor of Technology (Mechanical)

Skills

Programming & Data Manipulation: **Python**, **SQL**, Pandas, NumPy, PySpark
Machine Learning & AI: **Scikit-learn**, TensorFlow, **XGBoost**, Forecasting (Prophet, SARIMA), **NLP** (spaCy, NLTK, BERT), **ASR** (Whisper, Wav2Vec2)
Analytics & Visualisation: **Power BI** (DAX, Data Modelling), Excel (Pivot Tables, Lookups), Tableau, Dashboard Development
Automation & Deployment: **Streamlit**, **Flask**, APIs, Scheduled Jobs, Web Scraping (Beautiful Soup, Scrapy), Report Automation
Commercial & Collaboration: KPI Tracking, Stakeholder Presentations, Cross-functional Delivery, Documentation, Data Validation & Quality Checks

Projects

Fraud Detection System *(Scikit-learn, Binary Classification)* Max Life Insurance Company Limited
- Built a binary classification model to detect unusual transaction patterns using **200,000** historical transactions, achieving **96% precision**.
- Reduced false positives by **18%** through feature engineering and threshold tuning to improve investigation efficiency.

Marketing Attribution Analysis *(Markov Chains, Python)* Max Life Insurance Company Limited
- Conducted multi-touch attribution modelling using **Markov chains** on customer journey data to redistribute credit across touchpoints.
- Informed a revised digital strategy increasing attributed revenue by **25,000/month**.

Sales Forecasting Dashboard *(Streamlit, API, Forecasting)* Canara HSBC Life Insurance
- Developed a Streamlit application to visualise multi-variable sales forecasts with **live API** integration.
- Enabled scenario simulation for target planning, improving stakeholder ability to adjust assumptions dynamically.

AI-Powered Customer Insight Platform *(Streamlit, Faster-Whisper, RoBERTa, MongoDB)* University of Liverpool
- Built an end-to-end analytics pipeline converting unstructured call audio into **structured datasets**.
- Applied **speech recognition** and **sentiment analysis** to extract themes and behavioural signals.
- Developed a Streamlit dashboard reducing manual call review time by **80%**.
- Stored processed data in **MongoDB** for structured querying and analysis.

Achievements & Certifications

Diploma in Italian - Jamia Millia Islamia (2017)

Google Data Analytics Professional Certificate - Coursera (In Progress)

IT Wizard Curriculum - NIIT, Grade A (2010)