Talha Amin

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PROFESSIONAL SUMMARY

MS in Business Analytics candidate at UC Davis with a **Mechanical Engineering** background and **2+ years of experience** in **infrastructure and marketing analytics**. Expert at bridging the gap between physical hardware and software (Python/SQL/ML) to drive operational efficiency. Proven track record as a Startup Co-Founder, using data-driven segmentation to **scale revenue by 25%**. Technical lead experienced in **automating ETL pipelines** and using **statistical hypothesis testing** to identify performance predictors and system suitability.

Core Competencies: Data Analysis, Statistical Modeling, Forecasting, A/B Testing, Experimental Design, Machine Learning

Technologies: Python (pandas, NumPy, statsmodels, scikit-learn, Folium), SQL, R Programming, Power BI, Advanced Excel

EDUCATION

University of California, Davis   **San Francisco, CA**
Master of Science, Business Analytics (GPA 3.93/4.0)   Expected Jun 12th, 2026
Highlighted Coursework: Data Management, Advanced Statistics, Big Data, Machine Learning, Data Visualization

Ghulam Ishaq Khan Institute   **Topi, PAK**
Bachelor of Science, Mechanical Engineering   Aug. 2021 - Jun. 2025

PROFESSIONAL EXPERIENCE

Amplytico   **San Francisco, CA**
Data Scientist, Practicum Project   Sept. 2025 - Jun. 2026
*Collaborating with senior leadership as part of the UC Davis MSBA practicum to develop **data-driven forecasting** and **decision-support models** for U.S. data-center expansion and energy-infrastructure planning.*

- Automated **Python ETL pipeline** for 5+ spatial predictors using **large data sets** of 5,000+ candidate sites via APIs and **web scraping**, creating database to correlate predictors with data center siting probabilities.
- Conducted **hypothesis testing** (Welch's t, Mann-Whitney U) for features' statistical significance, controlling spatial noise and optimizing **feature selection** to get 5+ predictors for model inclusion.
- Built a regularized logistic regression model with cross-validation to **forecast** site suitability with more than **85% balanced accuracy**, narrowing candidate locations for data centers in southern California.
- Validated predicted counties with industry research and delivered a **stakeholder-ready report, presentation** and **Power BI dashboard** with interactive heatmaps, providing actionable top 5-county recommendations.
- Coordinated project execution across a **3-member team** using a **Gantt chart** to manage timelines, distribute workstreams, and ensure on-time delivery of all milestones.

Fermento (Start Up)   **Karachi, PAK**
Co-Founder & Marketing Analytics Lead   Feb. 2022 - May. 2024
Co-led a cross-functional team at a consumer startup, managing digital-marketing strategy, analytics, and team operations to scale customer acquisition and revenue growth.

- Directed **digital marketing** campaigns across Meta Ads platforms by analyzing performance metrics including CPC, CTR, and ROI, resulted in a **25% increase in total revenue**.
- Optimized marketing spends via **A/B testing** and audience segmentation, identifying **high-ROI** demographics and ad campaigns to **optimize spend by 30%** and **financial performance** while increasing overall conversion rates.
- Scaled **customer base by 40%** by deploying segmented promotional offers; analyzed response data to identify high-impact incentives and optimize conversion across the acquisition funnel.
- Fostered a **collaborative**, data-driven team culture by leading a 5-member team on **KPI tracking** and **reporting**; streamlined workflows to improve efficiency and align execution with business goals.

PROJECTS

E-Commerce Sales Drivers & Marketing Optimization Analysis **(View Project)**

Built and validated regression models in R to identify key sales drivers and quantify the impact of advertising, seasonality, product mix, and website traffic to inform marketing budget decisions.

Digital Advertising Experiment Analysis **(View Project)**

Analyzed a randomized digital advertising experiment using statistical hypothesis testing and ROI metrics to evaluate ad creative performance and inform continuation and budget allocation decisions.