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Top Skills

ECS
ECR
Prefect Dataflow Automation

Languages

Urdu (Native or Bilingual)
English (Native or Bilingual)

Certifications

Mastering Data Analysis in Excel
TensorFlow in Python
Data Scientist with Python
Structuring Machine Learning Projects
Managing Big Data with MySQL

Muhammad Tariq

Data Enthusiast | Orchestrating Raw Data into Profitable Insights | Crafting Data-Driven Narratives
Gold Coast, Queensland, Australia

Summary

Every business dataset has stories to be told – stories that will not only uncover insights about the journey, preferences, and struggles of its customers but stories that can suggest technical business recommendations on improving the customer experience, business process, and delivering on measurable business goals. And I create these data-driven stories that help stakeholders understand their business's interaction with its clients.

I help my clients to understand their business and customers through:
1. Mix of data suggested by customer's stories and interpretation of statistical tools,
2. Designing, tracking, and deploying dynamic metrics that can help a business stay in line with its goals.
3. And suggesting mathematical and statistical models with the right blend of technology to forecast future trends and stay up to date with changing customer's attitudes.
4. Stakeholder management and reporting relevant metrics to stakeholders.

My career as Data Analyst revolves around suggesting business recommendations that resulted in increasing 12% revenue at Zoob Technologies and 5% at Omno Ai. Currently, I'm working with ANSE Pty Ltd for their various projects.

My specialties include statistical and mathematical modeling using Python and R, database handling using SQL and DPLYR, and visualization using Tableau and Power BI, alongside predictive modeling python libraries like Tensorflow and Keras, and deploying cloud-based solutions using Google Cloud Platform.

Experience

Edge Stackers
Data Engineer
December 2021 - Present (1 year 8 months)
Sunshine Coast, Queensland, Australia

Use Machine Learning Techniques to invest in asset class gambling.

Achievements/Tasks:

- Orchestrated a data pipelines for different sports.
- Exploring applications of emerging AI technologies like OpenAI's ChatGPT
and Computer Vision.
- Deployed data quality monitoring setup to ensure clean, reliable datasets.
- Designed and implemented performance monitoring dashboards driving data-
informed decision- making.

ANSE Pty Ltd
1 year 9 months

Data Analyst
June 2020 - December 2021 (1 year 7 months)
Melbourne, Victoria, Australia

Working under the project virtualpal.com.au which a smart platform for
guest contact tracing and employee attendance, used in engineering and
maintenance by clients requiring their employees to check in and check out at
multiple sites to perform multiple certain tasks.
I was tasked with designing the required dashboards for different clients and
delivering reports regarding the performance on attendance related to KPI's
using tableau.

Tasks:
- Design relevant dashboards to monitor employee performance like check-in
and check-out times and time spend on relevant tasks.
- Design an employee-specific dashboard that gives a timesheet of each
employee.
- Design and automating monthly reports to be sent to all relevant
stakeholders.
- Establish a dynamic metric that measures the performance of all employees
for certain tasks.
- Critically analyze business operations and suggest analytical solutions.
- Use statistical methods to differentiate between high-performing and low-
performing employees.

- Design and automate outstanding employee report on a monthly basis.

Achievements:

- Was able to reduce organization redundancy time by 15%.

Data Analyst
April 2020 - June 2020 (3 months)
Melbourne, Victoria, Australia

Worked under the project "Book of Life" which was a Logbook tracking application for the automotive industry. This logbook would record all activities by all trainers as required by the relevant regulatory authority.
Tasks:
- Design relevant dashboards that show the performance and pathway of all students.

Zoob Technologies
Data Analyst
October 2018 - November 2019 (1 year 2 months)
Lahore, Pakistan

Worked under the project "Synage". This is a consumer management, inventory management, and analytics tool for a convenience store.
Tasks:
- Use Agile Project Management methodology to complete the project.
- Use the position data to uncover insights about high and low attention spots inside a store.
- Generate relevant visualizations include heat maps that can demonstrate low and high attention spots in a store.
- Hypothesize and check if there is a relationship between high attention spots and sales.
- Establish dynamic metrics for the shop and communicate with the staff to help them achieve their goals.
- Trace all dynamic metrics and correlations, send a monthly report to all relevant stakeholders.
- Develop a churn rate prediction model for regular customers at the shop.

Achievements:
- 12% increase in profits
- The redesigned layout of the store using data analytics results and achieved 50% higher customer engagement in the shop.

OMNO AI
Data Analyst
January 2018 - October 2018 (10 months)
Lahore, Punjab, Pakistan

Hired under project "Adlyft", a marketing AI platform, installed inside a mall, that displays adds based on the demographic profile of its viewers.

Tasks:
- Generate reports and insights that can help relevant stakeholders and patrons take data-driven decisions.
- Run relevant SQL queries and fetch required data from database.
- Skim through large amounts of data and generate technical reports to help Digital Marketing agencies to understand the performance of their adds campaign.
- Leverage Customer Data to build interactive visualizations and data products that can help marketing agencies take control of their marketing campaigns through footprint analysis, sentiment analysis, A/B testing, and predictive performance of adds at the selected location.
- Develop a dynamic pricing model based on locations and hours for marketing screens.

Achievements:
- Helped increase the conversion rates of digital marketing agencies by more than 10% and 15% more footfall.
- Helped establish a dynamic pricing model that increased revenues by 5%.

Eyelytics
Data Analyst
November 2017 - January 2018 (3 months)
Lahore, Pakistan

I signed up to develop know how regarding data analytics market and how data is used to guide relevant stake holders to take best course of action:
Achievements:
- Successfully delivered insights about customer's Chips purchase behavior to a grocery chain that helped plan for purchase orders for next quarter.
- Successfully developed and trained churn prediction model for a real estate company. Helping them
predict which houses would be up for rent every month,
- Successfully developed risk and return model, calculating Sharpe ratio for an investment company

Lahore University of Management Sciences
1 year 3 months

Research Analyst
August 2017 - November 2017 (4 months)
Lahore, Pakistan

Design of Decentralized Renewable Trading System for Peer to Peer Markets.
Tasks:
- decentralized energy sharing algorithm
- designing suitable closing criteria that would allow effective buying and selling of energy among
renewable energy prosumers.

The algorithm was designed by solving set of Lagrange Equations and solving to determine market closing price that would maximize overall community welfare.

Research Assistant
September 2016 - August 2017 (1 year)
Lahore, Pakistan

The research project was to design and develop a drone that would be capable of conducting pre-programmed aerial surveys autonomously for Precision Agriculture. The drone was filled with multiple imagery cameras like infrared, thermal imagery etc. These images were fed into ArcGIS to detect pest attacks, fertilizer application, water stress as well as yield prediction of the farm.
Achievement:
- Was able to design a UAV that was capable of performing autonomous missions, successfully surveying more than 500 acres of farmlands.

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Education

Institute of Space Technology
Bachelor's of Science, Aerospace, Aeronautical and Astronautical Engineering · (2012 - 2016)