

Muhammad Yahya

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Professional Summary

Business & data analyst with experience supporting GTM, revenue, and operational decisions across SaaS, CPG, and healthcare. Delivered account-scoring and reporting for sales, market insights for forecasting dashboards.

Technical: Python, SQL, R, Excel (advanced), Power BI

Platforms: Tableau, Looker Studio, Salesforce, JIRA, Microsoft Office Suite

WORK EXPERIENCES

RainFocus — Business Systems Intern & Administrator (Intern →Part-Time)

Lehi, USA

May 2025 — Sept 2025

- Integrated Salesforce, Marketo, and ZoomInfo into a unified **35,000+ row GTM dataset** for account-level analytics and reporting
- Engineered temporal recency and cleaned sales-stage features that converted messy **CRM** activity into clear, pre-conversion pipeline signals
- Published prioritized account views in **Looker**, reducing manual account-review time for Sales and marketing, and guiding weekly sales focus
- Resolved **Salesforce** and **JIRA** requests to streamline internal workflows and improve data accuracy across GTM and finance teams.

PepsiCo — Sales & Insights Intern

Karachi, Pakistan

Jul 2024 — Sept 2024

- Analyzed 50+ bakery markets to surface expansion opportunities supporting PepsiCo's goal of driving at least **10%** regional revenue growth
- Built a **Tableau** dashboard using **SQL** to aggregate route-level KPIs and sales trends, informing regional distribution decisions

Sindh Integrated Emergency & Health Services — Data Science Intern

Karachi, Pakistan

Jul 2024 — July 2024

- Integrated HR timestamp data for **1,800+** employees in **R**, improving attendance accuracy and enabling anomaly detection across shifts
- Built ARIMA/Prophet forecasts and a **Power BI** dashboard for the **Chief Information Digital Officer** to monitor operational efficiency and staffing gaps

PROJECTS & LEADERSHIP

Ledger Automation — Predictive Intelligence System

Sept 2025 — Present

- Automated processing of **300–500** monthly cashbook transactions in Python, consolidating **4–6 ledgers** into a single digital workflow
- Added cash-flow and trend forecasts to give management **faster visibility** into daily liquidity and spending patterns

Netflix Recommendation Engine — Multi-Model Recommender

- Built a Python-based recommender system on **8,000+ titles**, integrating cosine similarity, kNN retrieval, Naïve Bayes, clustering, and association-rule signals
- Designed an ensemble scoring pipeline that generated **top-10 personalized recommendations** from user-provided preferences via a form-based API

EDUCATION

Knox College — BA in Integrative Business Management & Data Science

Expected June 2026

- **Relevant Coursework:** Data Mining, Database Systems, Mathematical Statistics, Program Design & Methodology, Managerial Finance
- Knox Trustees Distinguished Scholarship (merit-based)