Muhammad Maaz Kamal

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Work Experience

Marketing Data Analyst – Verizon Contract, Collabera   July 2021- Present
- Automated monthly marketing campaigns' performance slide-deck, in Tableau, by maintaining complex SQL queries in Alteryx.
- Provided actionable insights & analyses via Marketo, Adobe Analytics and by querying Enterprise Data Warehouse.

Data Analyst - Intern, Guest Worldwide   July 2020- Aug 2020
- Improved data driven insights and forecasts for executive management by creating interactive dashboards and financial reports, in Tableau, for 14 subsidiaries of Guest Worldwide.
- Automated all recurring analyses using SQL & Excel Macros to extract, process and aggregate data from different sources.

Technical Program Manager, Khud Initiative   Apr 2017 –Jul 2019
- Supervised 3 (successful) tech startups by keeping track of KPIs and providing marketing recommendations, by analyzing data from Google Analytics, A/B testing and digital campaigns.
- Expanded outreach of the program to 2 cities and 500+ digital trainees, by formulating and analyzing metrics and developing scalable & data driven strategies.
- Transformed plans and progress into consumable reports and visualizations for non-technical stakeholders.

Founder/CEO, Interacta   Jul 2014 – Apr 2017
- Secured investment of $ 220,000 (USD) by developing custom algorithm for real-time audio detection model.
- Developed dashboard for user conversion funnel tracking, segmentation, and visualization for Interacta Clients (Advertisers & Television Broadcasters) using Python, SQL, and AWS.

Education

M.S. Applied Data Science - Syracuse University, School of Information Studies   May 2021
Coursework: Information Visualization, Big Data Analytics, SQL Data Management, Data Analytics, Business Analytics, Financial Analytics, Linear Statistical Models, Text Mining, Natural Language Processing

B.S. Electrical Engineering - Lahore University of Management Sciences   May 2016
Coursework: Data Structures, Programming in C++, Computer Networks, Digital Communication Principles, Principles of Economics

Projects

Default Risk Assessment of High-Risk/ High-Interest Loan Investment   Dec 2020
- Analyzed large dataset (2.5 million+ data points with 150+ dimensions) to predict good loans for the investor, among the high-risk/ high-interest loans using Hadoop and PySpark.
- Trained and deployed machine learning model, using Gradient Boosting, with precision score of 0.93 – where precision is the ratio of correctly predicted good loans to the total predicted good loans.

Online Panel Database System   May 2020
- Designed database system for a global market research firm to automate data transfer by, skipping Excel, and directly storing SPSS file to Microsoft SQL Server.
- Created analytical reports to evaluate given brand's equity in comparison to its competitors in the (cold beverage companies) market using SQL and Microsoft Access.

Skills

Data Visualization & Business Intelligence	Tableau, Power BI, Shiny – RStudio, Matplotlib, ggplot, Microsoft PowerPoint
Programming/ Scripting Languages	Python, Java, R, C++, MATLAB
Machine Learning Algorithms	Decision Tree, Random Forest, Gradient Boosting Machine, Neural Network, Linear and Logistic Regression, Naïve Bayes, K- Nearest Neighbors, Association Rule Mining, Support Vector Machines, k-Means Clustering
Database Management	SQL, MySQL, Microsoft Access, Extract, Transform, Load (ETL)
Data Analysis	TensorFlow, Scikit-Learn, Spark, Pandas, Google Analytics, Microsoft Excel