

MOHAMED YASIR

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EXPERIENCE

Business Intelligence Analyst

Ashley Furniture Industries

Nov. 2021 – April 2022

Tampa, Florida, USA

Responsibilities:

- Utilized SQL and Power BI to develop automated dashboards and reports to facilitate company-wide awareness and understanding of key business metrics and performance.
- Acted as a counterpart to the broader Connected Wholesale sales Analytics team - and provided calculated perspectives whenever needed to drive strategic decisions and enable access to data sets that support the vision of becoming a data-driven company. Presented insights and answered questions from stakeholders across different seniority levels.
- Gathered Data from various sources like Azure cloud, SQL Database service, and Data lakes for analysis and reporting.
- Synthesized and analyzed large data sets & solved problems when presented with imperfect data.
- Integrated statistical analytics with data warehouses, querying via database languages such as SQL, coding in Python, PySpark.
- Incorporated regression models to perform analysis and predictions from large datasets.
- Built a solid understanding of the relationships between the behavior of our customers and our growth drivers through data analysis

Accomplishments:

- Built an automated dashboard that identifies the customers who didn't order in the recent past and gives insights to the marketing team which led to a 30,000+ increase in the average weekly order quantity.
- Automated workflows and report deliveries to the stakeholders using power automate, bookmarks and APIs based on the different needs and conditions.
- Created a pipeline for ML model using python and Databricks to understand and classify a large influx of product keywords data from kiosks at the customer locations and performed statistical analysis on 500,000+ rows of data to correlate product search counts and net product sales.
- Designed complex visuals by manipulating data using calculated metrics and columns in Power BI. Incorporated time intelligence to showcase the sales, order, and business summary for different periods.
- Performed sales goals rollups for the marketing team to convert 150+ disparate excel data into a single table using python that further used to monitor the performance and prepare dashboard

Data Analyst Intern

Clouddata Technology

Mar. 2021 – Nov. 2021

Charlotte, NC, USA

- Consolidated and analyzed data to identify trends, underlying issues, patterns, or insights in need of improvements and proposed appropriate remediation.
- Analyzed data to create and validate financial assumptions and built dashboards that are distributed across all levels of management.
- Helped with the implementation of new tools based on the O365 architecture (PowerBI, PowerApps, Power Automate, SharePoint)

Graduate Student Researcher

University of Toledo

Aug 2020 – Feb. 2021

Toledo, Ohio, USA

- Authored a paper with the title "Interpreting Neural Population Dynamics Over Time During Neuroplasticity" under the supervision of Dr. Euisung Jung

- Gathered information from 60+ research papers and identified state-of-the-art technologies and algorithms available to capture and decrypt neural population dynamics

Marketing Data Analyst Intern

Apr. 2019 – May 2019

The Hospitality Network

Dubai, UAE

- Deciphered marketing metrics by performing Exploratory Data Analysis to visualize campaign effectiveness
- Created clusters to identify 8,000+ inactive clients likely to require future service, providing insight to marketing and sales teams to increase renewals by 10%
- Assisted Business Development Manager in developing and managing creative (A/B) test strategy across direct mail, web, and seminar channels

SKILLS

Programming: Python, SQL, Bash, Pyspark (Beginner) **Web:** HTML, CSS, JavaScript

Tools & Technologies: MS SQL Server, Power BI, Apache Airflow, Apache Kafka, Databricks, Spark, Jupyter Notebook, Visual Studio Code, Tableau, Power Automate, NumPy, SciPy, Scikit-Learn, Matplotlib, Git, Azure, AWS, GCP.

CERTIFICATIONS

- Databases: Relational Databases and SQL, Stanford (edX) - 2022
- Building ETL and Data Pipelines with Bash, Airflow and Kafka, IBM (edX)- 2022
- Data Analytics Professional Certificate, Google (Coursera) - 2022
- UC San Diego Machine Learning Fundamentals, UC San Diego (edX) – 2020

EDUCATION

University of Toledo, Ohio, USA

Master of Business Administration in Information Systems, International Business

Aug. 2019 – Dec. 2020

GPA: 3.54 / 4.00

PSG Institute of Management, Coimbatore, India

Master of Business Administration - General

Jul. 2018 – Aug. 2019

Saranthan College of Engineering, Trichy, India

Bachelor of Engineering in Electronics and Communication Engineering

Aug. 2014 – Apr. 2018

PROJECTS

Toll Booth Traffic Data Simulation Using Apache Airflow and Apache Kafka – Simulated real-time traffic data from toll booth using python and created Apache Airflow DAG to extract, transform, and pass the data into the Apache Kafka topic via producer and read the real time data from the topic using the consumer and saved it into the MySQL Server.

Covid-19 Infection Rate Analysis and Visualization - Acquired dataset from CDC resources and loaded to MS SQL server to perform data cleaning and aggregation. Forecasted worldwide infection rate and visualized the findings using the dashboard on Tableau.

Automatic Public Subsidiary Goods Distribution System – Engineered a smart dispensing system prototype to replace India's current subsidiary goods distribution methods, intending to eliminate adulteration and errors caused by the middlemen. Won 1st place in national-level project symposium

Employee Assignment Tool: Created tables, relationships, triggers, and stored procedures to store census demographic data and designed forms application interface with MS visual studio to help the census bureau in assigning employees and in data collection.