

Shamsul Hassan

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Professional Summary

A vibrant team leader capable of handling critical situations and finding a dynamic solution for a problem at hand. Being a Data (BI) Analyst by profession, I have a proven record in solving business problems using data driven solutions & decision making.

Education

BS (Electronics Engineering)

Ghulam Ishaq Khan Institute of Engineering Sciences & Technology

Work Experience

Zong CMPAK (Intern)

June'19 - August'19

- Responsible for daily customer value management operations
- Reporting of Daily Gross Churn and Re-connection offer Deep Dive
- Forecasting Model for Churn Prediction applying machine learning techniques

Convergent Business Technologies (Consultant Analytics & Insights)

September'19 - August'20

- Worked on an internal product a retail analytic suite primarily responsible for creating Demand Forecasting Engine
- Demand Forecasting workbench
- Worked on a client site project Shelf Optimization, was responsible for developing dashboard to identify good SKUs and bad SKUs

BYKEA

September'20 - Present

- Reporting daily trips, customer churn and revival deep dive
- Adhoc analytical reporting
- Box fleet KPIs monitoring

Key Skills

Python, R, R-Shiny, Pandas, Numpy, ETL, Business Intelligence, Marketing, SQL, Supervised Learning, Unsupervised Learning, Forecasting, Demand Planning, MS EXCEL, Tableau, PowerBI, MSSQL, Team Player, Leadership, C

Academic Projects

- **Mine Detector Robot**
Designed a robotic module to detect buried landmines using a pulse induction metal detector. Image processing was utilized for navigation and tracking. The detection mechanism had a 90% accuracy up to a depth of four inches.

- **Churn Prediction**
Analysis of customers' sales data to predict the consistency in sales. Achieved an accuracy of 74% to predict a churned customer using various classification models like xgboost, logistic regression.
- **Survival Prediction**
Utilized data science methodology on a Kaggle project. Performed EDA and applied various classification algorithms to predict the survival rate on the Titanic.

Competitions

- **Nascon'19 DataScience Hackathon**
Participated in Nascon'19 Data Science competition on Kaggle and placed among top 10 teams on the leaderboard.