ASAD ALI

Data Scientist

📞 +92-336-4422588

✉ asaadaali@gmail.com

in LinkedIn:www.linkedin.com/in/asaad-aali/
Github: www.github.com/asaadaali

📍 Medium: www.medium.com/@asaadaali
CB88/C, Garden Town, Multan, Pakistan

EDUCATION

Lahore School of Economics BBA Marketing and Finance **CGPA: 3.22**		*Aug 2013 – May 2017*
Udacity Data Scientist Nanodegree		*Aug 2023 – Aug 2023*

SUMMARY

As a data scientist. I am passionate about deriving valuable insights from data. I am committed to learning more about machine learning and AI. I believe data has the power to make positive changes in the world.

FEATURED

- **Udacity Data Scientist Nanodegree**
- **Advanced Data Science with IBM Specialization**
- **IBM Data Science Professional Certificate**
- **Brainnest Data Analysis Industry Training**
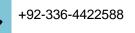
COMPUTER SKILLS

- Python (Pandas, NumPy, Matplotlib, Seaborn, SciPy, Scikit-Learn, Keras, Tensorflow, Flask)
- SQL (Postgres, MySQL, NoSQL)
- Git
- Excel/Google Sheets
- Tableau, STATA, SPSS
- A/B Testing & Experimentation
- Modelling: Linear and Logistic Regression, Decision Tree Classification
- Hadoop, ApacheSpark, Internet of Things (IoT), Machine Learning, Deep Learning, Artificial Intelligence (AI)

INTERESTS

Data Analysis, Data Cleaning, Data Visualization, Database Querying, Data Extraction, Machine Learning, Deep Learning, Internet of Things (IoT)

HOBBIES

Open-source contributions, Dashboard development, Information design

EXPERIENCE

HeyCommerce   *April 2022 – Present*
Role: Content Writer

- Studies insights, analytics and writes SEO blog content, including product reviews.

PROJECTS

Starbuck's Capstone Challenge

Analyzed Starbucks's mobile application user data and developed a machine learning model that predicted offer success. The project addressed following question:

- Which demographic factors respond best to which offers?

Disaster Response with Figure 8

Developed a Flask web application that uses prelabelled tweets and messages from real-life disasters to categorize messages. The main aim of the project was:

- To utilize machine learning and Natural Language Processing (NLP) to develop a disaster response pipeline that can be used by relevant agencies and organizations

Stack Overflow 2017 Survey

Performed Exploratory Data Analysis (EDA) and developed a machine learning model that uses the Stack Overflow 2017 Survey data to better understand:

- Which gender is dominant in the industry?
- Which country produces more developers?
- Are salary and job satisfaction correlated?

IBM Advanced Data Science Capstone Project

Developed an artist recommender system that recommends artists to users based on their interests

IBM Applied Data Science Capstone Project

Data science techniques were used to work on Space X data set and prepared a machine learning model that predicted successful rocket landing

CERTIFICATION – Learning Never Stops

- Advanced Data Science with IBM Specialization
- IBM Data Science Professional Certificate
- Data Analysis Industry Training from Brainnest, Bremen, Germany
- Data Science and Machine Learning Using Python Course from LUMS Pakistan
- Data Analytics from atomcamp Pakistan
- Workshop on How to Build a Career in Data Science by atomcamp Pakistan
- Real Estate Market Analysis Using R Course from atomcamp Pakistan
- Policy Analysis Workshop at atomcamp Pakistan
- Course on Learning Data Analytics Part 2: Extending and Applying Core Knowledge from LinkedIn Learning