

## Contact

[www.linkedin.com/in/abdullah-ayub](https://www.linkedin.com/in/abdullah-ayub)  
(LinkedIn)

## Top Skills

Team Leadership

Machine Learning

Python (Programming Language)

## Languages

Urdu (Native or Bilingual)

English (Native or Bilingual)

## Certifications

Microsoft Certified: Power BI Data Analyst Associate

### WEB DEVELOPMENT

Google Data Analytics Professional Certificate

Sequences, Time Series and Prediction

AWS Certified Cloud Practitioner

# Abdullah Ayub

Microsoft Certified Azure Data Scientist | Specialized in Machine Learning & Business Analytics  
Colchester, England, United Kingdom

## Summary

I am a highly motivated and results-driven Data Scientist based in London, UK. I have a solid educational background in Software Engineering, Statistics, and Data Science, and extensive experience in developing innovative solutions for complex data-driven problems. With my adeptness in leveraging machine learning, artificial intelligence, and big data technologies, I deliver actionable insights and drives business performance. I have a proven ability to work collaboratively with cross-functional teams, communicate effectively with stakeholders, and create impactful data visualizations.

My experience extends to working in diverse environments, from part-time roles in academic settings to internships in dynamic corporate sectors. These experiences have equipped me with a unique perspective on data analytics and business intelligence. At Digitify Pvt Ltd, I successfully analysed and refined machine learning algorithms for text recognition, reducing customer complaints by 30%. This achievement highlights my capability to leverage data insights for customer satisfaction and business growth.

In my recent role as a Data Analyst at CodeBasics, I conducted in-depth data analysis using SQL and Power BI, identifying key trends and performance indicators for Atliq hardware. Through the creation of dynamic dashboards, I improved efficiency by 15%, providing stakeholders with actionable insights to drive data-driven decision-making. This experience has equipped me with the skills and expertise necessary to effectively investigate and troubleshoot problems.

My technical skills include proficiency in Python, R, Apache Spark, Tableau, Power BI, Microsoft Excel, Latex, MySQL, Hadoop, and PostgreSQL.

My professional interests include Data Science, Data Analysis, Data Engineering, Machine Learning, Actuarial Science, and Statistics.

Moreover, I am committed to continuous learning and professional development, as evidenced by my certifications in Azure Data Science Associate, Google Data Analytics, AWS Cloud and Data Analytics, and specialized training in Power BI and SQL. These credentials, coupled with my practical experience, have prepared me to make an immediate impact in your team.

I am seeking to leverage my skills and experience to contribute to a forward-thinking organization as a Data Scientist/ Data Analyst. I am passionate about data science and eager to bring my skills and experience to the next challenge.

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## Experience

digitify

Junior Data Scientist

August 2023 - February 2024 (7 months)

London Area, United Kingdom

In my role as a Data Science Intern at Digitify Pvt Ltd, I developed deep understanding into the world of machine learning and data analysis. I was tasked with developing innovative algorithms for text recognition in mobile banking images, contributing to a notable 30% decrease in customer complaints.

codebasics

Business Insights Analyst

March 2023 - July 2023 (5 months)

United Kingdom

- Conducted data analysis for Atliq Hardware company, crafted dynamic dashboards providing a comprehensive view of crucial business metrics using Power BI and SQL.
- Improved query performance to 20% by applying power query, calculated measures and DAX techniques.

INFOGISTIC (Pvt) Limited

Back End Developer

August 2021 - January 2022 (6 months)

Lahore, Punjab, Pakistan

- Led the integration of data-driven methodologies such as predictive Data Analytics to analyze patient demographics onto the CloudClinik project.
- Enhanced patient care by leading and supporting long-term condition monitoring, resulting in a 15% increase in patient satisfaction scores.
- Achieved 65% improvement in database integrity by implementing normalization, eliminating anomalies, and minimizing data redundancy.

### PakLite Lighting

#### Junior Business Analyst

July 2020 - July 2021 (1 year 1 month)

Gujranwala, Punjab, Pakistan

- Prepared reports, presentations, and proposals for 10 clients monthly, enhancing client engagement and decision-making.
- Implemented pricing optimization strategies based on market trends, leading to a 15% increase in revenue.
- Managed inventory levels to ensure adequate stock availability, minimizing stockouts and maximizing sales opportunities.
- Orchestrated the development and deployment of business dashboards integrating diverse data sources, leading to a 20% enhancement in monitoring key performance indicators (KPI's).

### PMS (Pvt.) Ltd.

#### Web Developer

June 2020 - September 2020 (4 months)

Gujranwala, Punjab, Pakistan

- Custom web development using PHP on Laravel framework.
- Connected MySQL database, extracting and manipulating the records.
- Used web scrapper to extract data from different sources.

### Hafiz Aluminium

#### IT Manager

June 2014 - August 2019 (5 years 3 months)

Gujranwala, Punjab, Pakistan

It is the cookware manufacturing industry. I worked as the IT manager in that Industry. I developed catalogue maker software and Manufacturing Process Management System(Final Year Project) for them.

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## Education

University of Essex

Master's degree, Data Science · (January 2022 - January 2023)

Bahria University

Bachelor's degree, Computer Software Engineering · (2017 - 2021)

Beaconhouse

A- levels · (2014 - 2016)

Chand Bagh School

O- levels, Pre-Engineering · (2009 - 2014)