



Muhammad Irfan

Nationality: Pakistani **Date of birth:** 23/11/1995 **Gender:** Male

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Home: Chak No. 222/TDA, Fateh Pur Tehsil Karor Lal Esan, 31001 Layyah (Pakistan)

EDUCATION AND TRAINING

Bachelor of Science in Software Engineering

The University of Lahore

City: Lahore

Country: Pakistan

Website: www.uol.edu.pk

AI & Cyber Security (Online Course = 2 ECTS)

The University of Turku

Country: Finland

Website: www.utu.fi/en

WORK EXPERIENCE

Data analyst

Csoft Solutions [10/04/2022 – Current]

City: Toba Tek Singh

Country: Pakistan

1. Received, cleaned, and prepped data using Python, SQL, and Excel to help build marketing mix models that resulted in a lift in ROI of 8 basis points
2. Built data visualizations using Tableau for KPIs that reduced manual reporting by 10 hours weekly
3. Using Excel and SQL, built a calculator for a client to help them prioritize their project roadmap by changing inputs like customer LTV, conversion rate, and organic traffic
4. Collaborated with product managers, gaining insight into marketing aspects and writing documents
5. Identified strategic marketing opportunities through detailed analysis with the intern team, making recommendations that saved the client over \$11K in yearly campaign costs
6. Contributed to weekly and monthly reports on product development and design

Computer Instructor

Pakistan Science Academy [08/08/2015 – 05/12/2016]

City: Layyah

Country: Pakistan

1. Planned individual programs of study to develop student interests and abilities.
2. Managed a relaxed and rigorous classroom environment.
3. Led classroom instruction in both computer theory and practical applications.
4. Guided and supervised student computer laboratory work.
5. Maintained and updated student grade and attendance records on a regular basis.
6. Attended various professional development workshops and activities.

RESEARCH & PROJECTS

Market Research Analysis

- Conducted comprehensive market research to identify emerging trends and consumer preferences.
- Analyzed sales and customer data to create targeted marketing strategies and increase customer engagement.
- Prepared detailed reports and presentations outlining key findings and actionable insights for the marketing team.

Customer Segmentation and Profiling

- Conducted customer segmentation analysis based on demographic and behavioral data to identify target customer groups.
- Developed customer profiles and personas to improve marketing campaigns and personalize customer experiences.
- Utilized predictive analytics to forecast customer behavior and tailor product offerings to specific customer segments.

Development of a Secure Data Communication Protocol for IoT Networks

1. Designed and developed a secure data communication protocol tailored for Internet of Things (IoT) networks to mitigate potential security vulnerabilities and unauthorized access.
2. Implemented end-to-end encryption and authentication mechanisms to safeguard the confidentiality and privacy of data transmitted across interconnected IoT devices.
3. Conducted rigorous testing and validation of the protocol to ensure its resilience against various cyber threats and potential breaches, fostering a secure and reliable IoT ecosystem for diverse applications and devices.

Financial Data Analysis

- Analyzed financial data and market trends to provide insights for investment decision-making and risk management.
- Conducted variance analysis and financial modeling to assess the financial performance of the company.
- Prepared financial reports and dashboards for stakeholders, highlighting key financial metrics and performance indicators.

Supply Chain Optimization

- Analyzed supply chain data to optimize inventory levels and reduce supply chain costs.
- Identified supply chain bottlenecks and developed strategies to enhance supply chain efficiency and reduce lead times.
- Implemented data-driven forecasting models to improve demand planning and minimize stockouts and overstock situations.

CERTIFICATIONS

Honors & Achievements

1. AI & Cyber Security (Online Course) from the University of Turku
2. Certificate of Work as a Senior Network Engineer .
3. Tata Data Visualisation: Virtual Experience Program on Forage
4. Pearson Test of English (PTE)
5. Certificate of Work as a Computer Instructor.
6. Certificate of UOL Sport Club
7. Prime Minister Laptop: Awarded by DGKhan Board of Education, DG Khan, Government of Pakistan.

TRAININGS & SKILLS

Skills

- 1.7 years of work experience as a Data Analyst.
- English Proficiency Certificate from The University of Lahore.
- 5 Days of training on Blockchain & Web 3.0.
- Confident, professional speaking abilities.

- Excellent written and verbal communication skills.
- Excellent presentation and negotiation skills, Writing creative or factual Punctuality

EXTRACURRICULAR ACTIVITIES

- Sports (Cricket& Football)
- Reading Books and Research about Advance Technology
- Internet Surfing

RESEARCH DIRECTION

Interests

1. Advancement of research initiatives in operating systems, Innovation in the domain of computer systems, Advancement of knowledge in the field of distributed systems
2. Pioneering research endeavors in the area of computer networks, Innovation in the field of wireless networking and mobile computing, Advancement of research initiatives in network and information security
3. Exploration of advanced techniques in Internet data mining and information security, Investigation of cutting-edge strategies in wireless and mobile computing

DIGITAL SKILLS

Microsoft Word / Microsoft Excel / Microsoft Powerpoint / Google Drive / Microsoft Office / Google Docs / Outlook / Zoom / LinkedIn / Motivated / Team-work oriented / Organizational and planning skills / Decision-making / Analytical skills / Conflict resolution / Critical thinking / Reliability / Strategic Planning / Network Configuration and Troubleshooting / Network Security / Virtualization Technologies / Cloud Networking / Routing and Switching / Statistical Analysis / Project Management Tools / Machine Learning Concepts / Programming Languages / Business Intelligence Tools / Data Cleaning and Preprocessing

RECOMMENDATIONS

Associate Professor

Name: Dr. Safdar Ali

Email: safdar.ali@se.uol.edu.pk

Dr. Safdar Ali - Associate Professor - safdar.ali@se.uol.edu.pk

He is an Associate Professor in the Software Engineering department of The University of Lahore

Associate Professor

Name: Dr. Yasir Mahmood

Email: yasir.mahmood@se.uol.edu.pk

Dr. Yasir Mahmood - Associate Professor - yasir.mahmood@se.uol.edu.pk

He is an Associate Professor in the Software Engineering department of The University of Lahore

Assistant Professor

Name: Mr. khizar Hayat

Email: khizar.hayat@se.uol.edu.pk

Mr. khizar Hayat - Assistant Professor - khizar.hayat@se.uol.edu.pk

He is an Assistant Professor in the Software Engineering department of The University of Lahore
