

# Mohammad Atif

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## PROFESSIONAL SUMMARY

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Results-driven analyst with Excel, SQL, Power BI, and Python expertise for business intelligence and data-driven decision-making. Proficient in data wrangling, database querying, data visualization, exploratory data analysis (EDA), and predictive modeling.

## EDUCATION

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**Masters in Technology** (Other) 2022 - 2024  
Indian Institute of Technology, Roorkee Grade: 8.132/10.0

**Bachelor of Technology** (Mechanical Engineering) 2016 - 2020  
Aligarh Muslim University, Aligarh Grade: 7.55/10.0

## EXPERIENCE

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**Junior research Fellow** July 2024 - May 2025  
IIT Roorkee Roorkee

- Organized and standardized 10,000+ data points from electrochemical and membrane experiments, ensuring high data integrity and analytical readiness.
- Automated real-time data logging and preprocessing using Python, reducing manual errors by 70% and accelerating analysis turnaround by 50%.
- Applied statistical techniques and optimization algorithms to improve Na recovery and energy efficiency, contributing to a 15–20% performance gain in cell output.
- Built interactive dashboards to monitor 12+ experimental KPIs; supported ML-based behavior forecasting

**Graduate Engineer** February 2022 - July 2022  
Alvick Scientific Co Haridwar

- Led structural design of the Enviro-meter, ensuring durability under wind speeds up to 90 km/h and temperature fluctuations from  $-10^{\circ}\text{C}$  to  $55^{\circ}\text{C}$ .
- Managed real-time acquisition from 5+ environmental sensors; processed and stored data locally with integrated UI display, improving user readability by 40%.
- Handled procurement of 30+ components with a 100% on-time delivery rate, reducing material costs by 15% through vendor optimization.
- Analyzed historical sensor data to identify environmental patterns and forecast trends, enhancing device performance and predictive accuracy by 20%.

## PROJECTS

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**PowerBI: Mobile sales dashboard** ([Github](#)) May 2025

- Transformed mobile phone sales data (9000 data points) using Power Query for efficient data preparation.
- Created calculated columns, measures, and KPIs using DAX for dynamic metrics like total sales and category-wise performance.
- Developed interactive dashboards with slicers, drill-through pages, bookmarks, tooltips, and custom visuals for intuitive navigation and exploration.

**Meta's Social Media Analysis** ([Github](#)) March 2025

- Segmented 50K+ users into inactive, moderate, and highly active groups using multi-table JOINS and CASE logic to support re-engagement strategies.
- Analyzed 100K+ posts to uncover content and tag performance trends; boosted recommendations for user-generated content and tag optimization.
- Identified top 1% influencers using engagement-to-follower ratio via window functions, improving targeted marketing efficiency.
- Delivered insights through Excel dashboards and PowerPoint reports, accelerating campaign planning decisions by 30%

**Tools:** MySQL, Excel, PowerPoint

**Zomato Restaurant Analysis** ([Github](#)) February 2024

- Analyzed 9.5K+ restaurant listings across cities to identify top-performing cuisines, customer spending behavior, and rating patterns using Excel Pivot Tables, filters, and charts.
- Derived key insights on affordability and service preferences (online ordering, table booking), enabling development of pricing and promotion strategies projected to boost retention by 12% and optimize margins by 18%.
- Built an interactive Excel dashboard using slicers, conditional formatting, and charts that reduced insight delivery time by 30% and improved decision clarity for hypothetical stakeholders.
- Recommended high-potential restaurant types and cuisine mixes for expansion in different cities, backed by frequency distribution and location clustering.

## CERTIFICATIONS

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**Professional Certificate Course in Data Science** Newton School January 2025

Currently undertaking an advanced data science certification to build proficiency in data analysis, machine learning, data visualization, Python, SQL, Power BI, and Excel, to strengthen analytical skills and address complex business challenges through data-driven insights.

**Microsoft Certified: Azure AI Fundamentals** Microsoft ([Link](#)) August 2023

Earners of the Azure AI Fundamentals certification have demonstrated foundational knowledge of machine learning (ML) and artificial intelligence (AI) concepts and related Microsoft Azure services.

**Foundation of Data Science** One Fourth Labs, IIT Madras ([Link](#)) August 2022

Data Understanding, Python, Numpy, Pandas, Statistics

## SKILLS

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**Computer Language:** Python, SQL

**Soft Skill:** Critical Thinking, Research, Responsibility, Teamwork, Time management

**Databases & Data Tools:** Excel, MySQL, Power BI, Spreadsheet

**AI / ML:** Machine Learning

**Domain & Business Skills:** Analytics

**Frameworks & Libraries:** Matplotlib, NumPy, Pandas

**EXTRA-CURRICULAR ACTIVITIES**

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Football: Competent and team Player. Included in the Inter-Hostel Team

Volunteer- NSS: Provided regular tutoring to underprivileged kids