



Muhammad Ubaidullah

Turning Data into Decisions |
BI · ML · eCommerce Analytics

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🌐 muhammad-ubaidullah-business-analyst

Dedicated Business Analytics graduate with year of hands-on experience in Data Analytics, Business Intelligence reports, and Machine Learning pipelines. Skilled in Excel, Power BI, SQL, R, and Python. Provided valuable insights in the areas of procurement, e-commerce, and AI quality. Worked remotely for a US-based technology firm.

EDUCATION

○ Bachelor of Business Administration

Namal University, Mianwali
Sep 2022 - Jun 2026

Courses

- Management & Communication - Business Analytics
- Machine Learning/Deep Learning - Econometrics
- **FYP Title:** Data-Driven Digital Product Creation: AI Market Research Tool to Profitable Etsy Store

WORK EXPERIENCE

○ Turing

Jr. Business Analyst
Agentic AI Response Quality Testing
Mar 2026 - Present | US - Remote

Achievements/Tasks

- Tested AI model outputs for accuracy, logical consistency, and analytical quality
- Documented systematic bugs and failure patterns across business reasoning tasks
- Delivered structured QA reports in fully remote, async US-based environment

○ Placement Center (Namal University)

Data & Reporting Intern
Nov 2024 - Apr 2025 | Namal, Mianwali

Tasks

- Cleaned and maintained student placement datasets (900+ records) ensuring institutional reporting accuracy
- Produced structured placement reports used by leadership for employer engagement and recruitment planning
- Standardized data collection workflows, reducing inconsistencies across departmental records

○ Hashoo Group

Business Analytics Intern
Jul 2024 - Sep 2024 | NesPak, Islamabad

Tasks

- Analyzed procurement and supplier data to identify cost inefficiencies
- Built Power BI dashboard tracking supplier KPIs and budgets
- Translated findings into decision-ready reports for senior

SKILLS

PowerBI/Tableau Excel (Advanced) SQL Python
R Scikit-Learn SPSS Stata EDA KPI Reporting
MS Office Google Suite (AI) Prompt Engineering
Critical/Analytical Thinking

PROJECTS

AutoML Pipeline & Zameen.com Price Prediction [🔗](#) (Python · Scikit-Learn · PCA)

End-to-end automated ML framework with preprocessing, hyperparameter tuning, and ensemble modeling. Achieved 96.5% accuracy on Breast Cancer dataset. AND, ML regression pipeline on real Pakistani housing data. Best model: KNN with $R^2 = 0.73$. Automated Excel prediction reports for non-technical stakeholders.

Hospital Management System (MySQL · SQL · Power BI · Relational Schema)

Designed fully normalized (3NF) relational database with 9 entities. Integrated with Power BI via relational schema; built dashboards for revenue analysis, doctor workload, and billing risk identification.

DealCatchers — eCommerce Store (Excel · Data Analytics · Keyword Research)

Scaled a Daraz store to PKR 600,000+/month via product performance analysis, demand forecasting, and pricing optimization. Achieved 15% ROI through data-driven listing strategy and continuous KPI monitoring across 50+ SKUs.

CERTIFICATES

Machine Learning Engineer Track [🔗](#) DataCamp

Prompt Engineering for Business Application DataCamp

Power BI Developer Track & SQL Courses DataCamp

INTERESTS

Data Storytelling Entrepreneurship Effective AI Use
e-Commerce