

MOHAMED ADNAN P K

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Professional Summary

Dynamic Data Scientist & Business Analyst with over 3+ years of professional experience in data analytics, data visualization, business intelligence and advanced machine learning techniques. Adept at designing and automating data pipelines, developing interactive dashboards, Big data and building predictive models to drive strategic decision-making across diverse industries such as e-commerce, automotive, and technology. Proficient in SQL, Python, R, Power BI, Tableau, AWS, GCP, Azure, and Snowflake, Strong background in KPIs, A/B testing and user research with additional expertise in PHP-based development to support digital transformation initiatives.

Professional Experience

Technology Business Analyst | Shiva Tech Solutions
Chennai, India

Feb 2024 – Jul 2024

- Spearheaded **BI solutions** for pharma and automotive sectors, translating raw data into strategic dashboards, authored 10+ BRDs/FRDs in collaboration with stakeholders aligning analytics with operational growth goals.
- Designed and implemented live dashboards (**Power BI** - embedded in web app) and performance reports for industrial machine monitoring, improving production oversight by 35% and enhancing process visibility.
- Automated report generation, reducing manual effort by 70% and accelerating decision-making timelines.
- Conducted statistical analysis to Delivered data-driven trend forecasts to business unit heads, shaping quarterly strategy discussions and resource planning.

Data Analyst & Full Stack Developer | Shaz Info Tech (Freelancer Remote)
Kentucky, USA

Dec 2021 – Feb 2024

- Managed 5+ digital projects for clients such as **America Place** and **Salahfirst** delivering tailored digital solutions.
 - Developed and maintained real-time PHP-based dashboards for CRM and website performance and executed comprehensive A/B testing and **UAT** to enhance service efficiency and customer experience by 60%.
 - Designed and implemented performance tracking metrics for CRM systems, boosting community engagement by 40%, Also optimized information management while emphasising **Product features** & User Experience UX
 - Created **PWA** based web application performance dashboards to analyze user behavior and site traffic trends, leveraging PHP, PSQL and Python to automate workflows and improve operational efficiency.
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Technical Projects

- **Predicting Airbnb Listing Quality:** Engineered features and developed multiple machine learning models (Decision Trees, Logistic Regression, and neural network experiments) on an open-source Airbnb dataset, achieving 94.26% accuracy. Details on [GitHub](#) and [Kaggle](#).
- **Image Classification Using CNN:** Developed a Python model that performs basic operations (grayscale conversion, Gaussian blur) and 6+ advanced edge detection/segmentation. Leveraged deep learning (CNNs, Mask R-CNN) with traditional algorithms (Sobel, Laplacian) for robust image analysis and feature detection.
- **Industrial Machine Monitoring Dashboards:** Developed real-time dashboards for Shiva Tech Solutions, boosting production efficiency by 25% and enabling data-driven performance tracking.
- **ETL Pipeline Automation:** Orchestrated the creation of Python scripts to convert and migrate 500,000+ data points from diverse JSON and CSV sources into a unified MySQL Server, accelerating data accessibility by 60%.

Core Competencies & Technical Skills

- **Data Science & Machine Learning** : Machine learning, Deep learning, Predictive Modeling, Neural Networks, Convolutional Neural Networks (CNN), Hyper-parameter Tuning, Ensemble Methods, Statistical Analysis
 - **Data Analytics**: Data Wrangling, Exploratory Data Analysis (EDA), Quantitative Analysis, KPI, OKR
 - **Visualization & Reporting**: Power BI, Tableau, Looker Studio, Advanced Excel, Dashboard Automation
 - **Programming & Scripting**: Python, R, SQL (MySQL, PostgreSQL, SQL Server)
 - **Cloud & Database Technologies**: DBeaver, AWS EC2 S3 Redshift, GCP Dataproc, Snowflake, Firebase, Hadoop
 - **Web Development Skills**: PHP, Javascript, JQuery, Bootstrap5, Ajax, REST API, HTML5, CSS, Wordpress
 - **UI / UX** : Figma, Balsamiq, Adobe Illustrator, Canva, framer
 - **Process Improvement**: ETL Automation, Workflow Optimization, Agile Methodologies, Journey Mapping
 - **Soft Skills**: Requirement Gathering, Stakeholder Engagement, Cross-functional Collaboration, Technical Documentation, BRD, FRD, Risk Analysis, Problem Solving
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Education

MSc in Data Science Middlesex University Dubai, Knowledge Park, Dubai	Sep 2024 – Sep 2025
MBA (Strategy Focused) in Business Analytics & Systems Management Crescent School of Business, Chennai, India	Jun 2021 – May 2023
B.Com in Information Systems Management The New College, Chennai, India	Jun 2017 – Apr 2020

Certifications

- **Power BI essential training** (Linkedin Learning)
 - **Snowflake Hands-on Essentials** (Snowflake)
 - **Market Entry Strategy for Asia** (National University of Singapore)
 - **Negotiation Mastery** (Harvard Business School Online)
 - **SQL Advanced** (HackerRank)
 - **Blockchain and its Applications** (NPTEL - IIT KGP)
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Key Achievements

- **Revenue Impact**: Drove **\$1M+** annual revenue growth via strategic and data driven insights.
 - **Efficiency Gains**: Reduced report generation time by **50%** via automated dashboard solutions.
 - **Engagement Optimization**: Enhanced CRM analytics, driving a **40% boost** in community engagement.
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Leadership Experience

- **Professional**: Led IT project teams of 5+ at Shiva Tech Solutions and Shaz Info Tech, managing UI/UX, web development, and graphic design to deliver end-to-end client solutions.
- **Academic**: Led 20+ cross-functional team members in organizing cultural events with 500+ participants during MBA program. Directed digital interfaces, launched website, and visual assets to ensure seamless execution.