

# Muhammad Qasim

Phone: 0923336266017 | Email: [muhammadqasimhss@gmail.com](mailto:muhammadqasimhss@gmail.com)

## EDUCATION

Lahore University of Management Sciences

2019 - 2023

**BSc (Hons) Economics**

*Key Courses:* Econometrics, Media Writing, Writing and Communication, Marketing, Statistics and Data Analysis, Mathematical Applications in Economics, Micro and Macro Economics.

## PROFESSIONAL EXPERIENCE

**Insights Driven Research:**

Mar 2024 - Present

*Analyst – US Operations*

- Conducted **extensive research** on companies and industry experts, employing a meticulous vetting process **to ensure reliability and relevance** for our clients.
- **Facilitated seamless collaboration** between industry experts and clients by promptly addressing inquiries and coordinating meetings to facilitate productive discussions and achieve desired outcomes.
- Developed and executed **outreach campaigns** utilizing email and phone communication channels to successfully secure expert bookings for consultation calls.
- Maintained experts and research projects database and **analyzed the data using tools like Excel and Power BI.**

**Kanwood Group:**

Aug 2023 – Dec 2023

*Assistant Data Analyst*

- Managed **ETL** processes, ensuring seamless extraction, transformation, and loading of data,
- Utilized **regression models** to boost data-driven insights, leading to a 25% improvement in decision-making,
- Built predictive models, achieving a 20% improvement in **forecast accuracy**, and aiding strategic decision-making,
- Communicated complex data findings effectively, contributing to an increase in stakeholder understanding and support.

## PROJECTS

**SMEs and the Energy Sector:**

Feb 2023-May 2023

- Conducted a semester-long study on the impact of electricity outages on Small and Medium Enterprises (SMEs).
- Utilized **data scraping techniques** on the NEPRA website and gathered PBS household datasets for relevant sample population data.
- Administered qualitative and quantitative surveys to 20 businesses in Lahore randomly selected from our target population using **clustering methods.**
- Analyzed findings using Python **Pandas** library and finally visualized them with **Matplotlib and Seaborn** libraries.

**Football Database Construction and Analysis using SQLite:**

Jun 2023 – Jul 2023

- Constructed a football database from multiple CSV files in SQLite3, optimizing schema design with **Star Schema** principles.
- Established relationships between **fact and dimension tables** for streamlined analytics.
- Implemented **Table Views** to enhance specific metric querying and overall database efficiency.
- Applied aggregation methods for deriving both **qualitative and quantitative insights.**

## CERTIFICATIONS

- Excel Skills for Data Analytics and Visualization Specialization (Coursera-Macquarie University)
- SQL for Data Science (Coursera-UC Davis)