

Kawsar Hussain

Data Scientist | New York, NY | (917) 963-1984 | mrkawsarhussain@gmail.com | linkedin.com/in/zarhussain

Skilled in leveraging data to build predictive models, perform statistical analysis, and deliver actionable insights. Proven ability to optimize business performance, communicate complex findings, and collaborate with cross-functional teams. Strong experience in machine learning, data storytelling, and data-driven solutions.

Skills

Data Analysis: Python · Pandas · NumPy · SQL · API · Web Scraping · Data Imputation, Transformation, and Processing

Machine Learning: Scikit-Learn · Tensorflow · Keras · Natural Language Processing · Recommender Systems · Neural Networks

Statistical Analysis: Hypothesis Testing · A/B Testing · Time Series · Multivariate Analysis · Bayesian Analysis

ML Optimization: Tuning · Regularization · Cross Validation · Bayesian Optimization · Linear Algebra

Data Visualization: Matplotlib · Seaborn · Plotly · Tableau · Power BI · Groupby Techniques · Dashboard Creation

Communication: Data Storytelling · Presentation Skills · Technical Writing · Report Generation

Experience

Flatiron School

Data Scientist Fellow

New York, NY

May '24 - Sep '24

- Cleaned and transformed Federal Aviation Data to assess risk and recommend the lowest-risk aircraft.
- Used ANOVA, Chi-squared, Z-test, and T-test on Box Office Data to identify success factors.
- Built a churn model for Telco Subscription Data, achieving 87% recall after extensive model testing and tuning.
- Tested 15+ models for Used Car Pricing Data, with Random Forest leading an RMSE of \$2,700 and R2 of 84%.
- Learned a new Kriging library and applied geostatistics to predict Optimal Gas Drilling Sites in NYS.

Pluto Projects

Growth Marketing Analyst

New York, NY

Aug '20 - Mar '24

- Achieved over 200% return on ad spend for multiple clients within their fiscal quarter.
- Exceeded 2021 sales targets by over 300% and improved company profitability.
- Managed over 50 cost per lead and cost per click campaigns across Facebook and Instagram Ads.
- Dramatically increased monthly recurring revenue by winning over 70 high value SaaS subscribers.
- Performed A/B testing and analyzed key metrics that optimized funnels and campaigns.

Agency Lab

Marketing Consultant

New York, NY

Feb '21 - Jan '22

- Created over 20 buyer personas through market research and analysis.
- Developed and optimized over 50 sales funnels while ensuring a seamless user friendly experience.
- Identified and addressed gaps in client sales funnels to meet specific needs and increase performance.
- Efficiently tracked and documented campaign data in a structured and clear manner.
- Created data visualizations and reports for stakeholders with actionable insights for conversions.

Education

Flatiron School

Certificate | Data Science Immersive Bootcamp

Sep '24

Statistical Data Analytics and Machine Learning with Real World Projects

City College of New York

Other | Computer Science

Jun '18

Coursework completed towards Bachelor's Degree