Mohammad Davoodian

Data Analyst

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Skills

Programming: Python (NumPy, Pandas, Matplotlib, Scikit-Learn)

Databases: SQL (SQL Server, PostgreSQL)

BI & Visualization: Power BI (Power Query, DAX, Power BI Services), Excel

Other: ETL, Data Modeling, Data Warehousing, Git & Github, Prompt Engineering

Soft Skills: Problem Solving, Critical Thinking, Data Storytelling, Time Management, Teamwork & Presentation

Projects

DATA WAREHOUSE & ADVANCED ANALYTICS

- Built a modern data warehouse in **SQL Server**, following the **Medallion Architecture** to maintain data quality and scalability.
- Implemented an **ETL pipeline** that Integrated and transformed data from multiple sources (ERP & CRM) into a **Star Schema**, analyzing over $29.3M in sales and 18,484 customers across 37 months.
- Analyzed sales and customer data through **EDA** and advanced analytics, including **time-series analysis**, revealing a sales surge contributing to over 50% of total revenue.
- Generated actionable insights by translating data, identifying that 96.5% of revenue came from the "Bikes" category, and segmented customer data to reveal 14,631 new customers vs. 1,655 VIPs.

BARBELL EXERCISE TRACKING AND ANALYSIS

- Built a **Machine Learning** solution in **Python** to track and analyze barbell exercises from raw accelerometer and gyroscope data collected from 5 participants.
- Extracted features using **low-pass filtering**, **PCA**, and **k-means** clustering (k=4) to optimize model performance.
- Trained a Random Forest model achieving 98.51% accuracy in classifying five fundamental barbell exercises.
- Developed a peak counting algorithm for repetitions (5% miscount rate) and a form detection model with 98.53% accuracy.

SALES & PRODUCT RATINGS DASHBOARD

- Created a multi-page **Power BI** dashboard providing a detailed overview of sales and product ratings, including $125.8M in YTD sales.
- Applied advanced **DAX** functions for custom measures and calculated columns to analyze sales trends and YTD vs YTG performance, resulting in a 20% increase in reporting efficiency.
- Presented actionable insights by publishing the dashboard via **Power BI Services**.

Work Experience

AI Researcher   Nov 2023 - Sep 2025

Amriye - Tehran, Iran

- Directed AI/ML R&D roadmap, leading technical sessions and producing comprehensive reports on advanced **AI**, **ML**, and **LLM** topics.
- Trained and refined ML models in **Python** for **predictive analysis**, improving accuracy and operational efficiency.
- Applied **Prompt Engineering** techniques and coached the team, resulting in a 25% increase in model output performance.

Front-End Developer   Apr 2024 - Mar 2025

Freelancer.com - Remote

- Collaborated with a freelance team to complete 10+ web projects, enhancing functionality and user experience using React, Bootstrap, and Tailwind CSS, alongside HTML, CSS, JavaScript, and Figma.
- Optimized responsive web interfaces, achieving a 20% faster page load on key client pages.
- Converted Figma UI/UX designs into high-quality, cross-browser compatible web pages, reducing front-end development time by 15%.

Education

Bachelor's Degree, Computer Engineering   Jan 2020 - Jan 2023

Islamic Azad University - Karaj, Iran

Languages

English (Professional Working Proficiency), Persian (Native)