Lahore.

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DOB 7th September 1999

MUHAMMAD TALHA

EDUCATION & QUALIFICATIONS

University of Liverpool   2023
Master of Sciences - Data Science and Artificial Intelligence

Lahore School of Economics   2022
Bachelor of Business Administration (Honors) - Major in Marketing & Minor in Media Studies

Forman Christian College, Lahore.   2018
Intermediate - Commerce

Garrison Academy for Boys, Lahore Cantonment.   2016
Matriculation - Computer Science

EXPERIENCE

Lahore School of Economics   2024

Teaching Fellow, Lahore

- *Designed and delivered undergraduate-level courses on* Data Analysis and Statistical Methods *and* Introduction to Decision Analysis*, tailored for students majoring in Business, Finance, and Economics.*
- *Facilitated and instructed multiple Faculty Teaching and Development Workshops on* Business Analytics*,* Power BI*, Introduction to AI for Business*, and the newly introduced* Computing for Business and Economics – I *course.*
- *Actively contributed to faculty collaboration efforts, promoting interdisciplinary learning between business strategy and data science domains.*

Visiting Faculty, Lahore

- *Developed and delivered engaging lectures and tutorials on Data Mining and Machine Learning for students with Majors in Economics and Marketing with a Minor in Data Analytics*
- *Developed and Evaluated student Assignments, Quizzes, Exams and projects, providing insightful feedback.*
- *Collaborated with faculty to develop comprehensive course materials, including presentations and real-world examples relevant to the Pakistani business landscape.*
- *Actively participated in professional development activities to stay updated with advancements in Data Mining and Machine Learning techniques and enhance teaching effectiveness.*
- *Developed and assisted faculty with course outlines for the new Data Analytics courses offered to BBA, BSc, and MBA students, & updated course outlines for Computing I & II*

The Beaconhouse Group   2024-25
Assistant Manager Sales, Marketing & Business Analytics, Lahore

- *Pioneering sales and marketing initiatives in Pakistan and the UAE, fueling rapid growth and market expansion.*
- *Harnessing sophisticated data analytics for actionable insights, elevating decision-making, and business outcomes.*
- *Expertly interpreting diverse dashboards, empowering informed decision-making organization-wide.*
- *Crafting influential campaigns that fuse data-driven strategies to boost brand presence and market dominance.*

Addo. AI   2023 - 24
Associate Analyst, Lahore

- *Researched a variety of high-priority topics that are related to business for sales and presales*
- *Provided pre-sales support to Account Managers for closing deals and maximizing outreach.*
- *Analyzed methods and evaluated current research methods and worked on ways to continuously improve research outputs.*
- *Drafted and edited sales material, including proposal, RFPs & internal reusable assets.*

British Airways   2023 – 24
Data Science Intern, London
- *Maintained and updated sales and customer segmentation data on Power BI.*
- *Conducted data cleaning and merging of data.*
- *Successfully managed data quality control and backups for British Airways stationed in Heathrow.*

Fauji Fertilizer Company (FFCL)   2021
Marketing Intern**,** Marketing Office Lahore
- *Assisted to achieve planned sales target for of company manufactured as well as imported fertilizer for third quarter of the company in Lahore region.*
- *Prepared Sales forecast product-wise/ dealer-wise/ month wise keeping in view the sales potential of the area, cropping patterns and seasonality.*
- *Provided prompt and accurate feedback on competitors activities and fertilizer related market intelligence from field.*
- *Analyzed Sales Performance Report, Production Report.*

United Nation (Pakistan Youth Crescent Organization)   2019
Social Entrepreneurship Intern, Lahore
- *Conducted research on the Unhygienic Drinking Water in the outskirts of Lahore.*
- *Helped spread awareness on the social media regarding the condition of Drinking water in outskirts of Lahore and efficiently got more than 1000 followers on my page in less than a month.*
- *Awarded with the Outstanding Performance award as the best intern for year 2019.*

Courses

- Digital Marketing – Lahore School of Economics
- Data Analytics for Decision Making – Lahore University of Management Sciences
- Power BI for Business Analytics – Lahore School of Economics
- McKinsey Forward Program – McKinsey & Company

Research & Projects

- The Effectiveness of Personalized Marketing Messages Generated by AI-Powered Chatbots on Customer Engagement and Loyalty in Marketing
- Effects of Discount, Promotion, and Advertisement on Consumer Impulsive Buying Behaviour

Languages

- Punjabi
- Urdu
- English

Skills

- Python, R, SQL, & Power BI
- Ms. Office, Stata, Google Tools, Social Media Tools

Interests & Hobbies

- Squash, Swimming & Horse Ridding
- Keen interest in current affairs, particularly socio-economic and political developments