

Muhammad Awais Majeed

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EDUCATION

Lahore University of Management Sciences

Aug 2023 – Jun 2027

BSc (Hons.) Management Sciences. Relevant courses: Data Science, Decision Analysis, Operations Management, Optimization Methods in Management Science.

PROFESSIONAL EXPERIENCE

Coca-Cola Icecek (CCI) – Sales Intern

July 2026 – August 2026

- Built Excel dashboards to track fullness, purity, and placement of 3 lakh+ coolers using the PICOS framework, validated through biweekly field visits to outlets.
- Analyzed sell-in/sell-out data across 6 SKUs and collaborated across Sales, RGM, and Pricing teams on revenue-maximization analysis, contributing to outlet retrieval/repositioning across 3,000 outlets in the quarter.

Intellia Advisory – Analyst Intern

June 2026 – July 2026

- Segmented the Saudi oncology market across 6+ therapeutic areas and modeled utilization rates, refining the TAM estimate by SAR 16M within a 6-week engagement for a \$150M+ Brazil-based oncology network entering Saudi Arabia.
- Built 3-scenario financial models forecasting 5-year revenue and patient volume, and audited the client's website across 10+ pages, flagging 15+ UX/content errors ahead of launch.

Field Force Inc. – Product Operations Intern

June 2025 – August 2025

- Analyzed deployment data for 4 global enterprise clients, identifying bottlenecks to reduce 5G and infrastructure site acceptance times.
- Built forecasting models using platform data, helping product success teams mitigate churn, increasing retention by 20%.
- Tested and prioritized 5+ new features alongside the engineering team, cutting project delivery delays by 15%.

Charizma – Sales & Marketing Intern

June 2024 – August 2024

- Analyzed 10+ digital campaigns using demographic segmentation, boosting integrated marketing targeting efficiency by 15%.
- Researched 5 direct competitors and coordinated shoots with 8+ influencers, shaping brand positioning and driving organic engagement by 18%.

ACADEMIC PROJECTS

Nestlé Pakistan – Optimal Sell-In Allocation Across Distributors

Optimization Methods

- Built LP and Goal Programming models in Excel Solver, allocating 320 tons across 13 distributors to maximize contribution margin to PKR 14.97M.
- Ran sensitivity analysis on shadow prices, quantifying a PKR 0.16M margin-vs-coverage trade-off across 7+ distributors.

Treet Corporation and Jeeny – Why conflicts arise and how to resolve them?

- Conducted qualitative and quantitative research, including 50+ surveys and interviews with HR and product managers, to examine workplace conflict triggers.
- Developed and presented a structured resolution framework centered on collaborative negotiation and leadership-driven communication strategies.

CO-CURRICULAR AND LEADERSHIP ACTIVITIES

Data Science for Decision Making – Teaching Assistant

August 2026 – Present

- Support 60+ students through weekly office hours, clarifying core concepts including regression analysis, hypothesis testing, and exploratory data analysis (EDA).
- Grade and return 60+ assignments per cycle and maintain accurate grading records, ensuring timely feedback on Python-based data analysis and decision-modeling coursework.

LUMS Media Arts Society – Director Social Initiatives

August 2025 – June 2026

- Lead and directed a 15-member team to execute 2 major social impact campaigns, engaging 4000+ students.
- Partnered with 3 university departments and 4 external groups, boosting on ground engagement by 30%.

LUMS Orientation Week – Coach

August 2024

- Mentored a cohort of 30 incoming freshmen and partnered with 60 coaches to execute campus-wide orientation events for 1,000+ new students.

Rizq Youth Republic Program – General Secretary

December 2021 – January 2023

- Co-led event planning and logistics for charity initiatives, managing a team of 40+ volunteers who raised PKR 1.2 million in door-to-door fundraising in one month.

HONOURS & AWARDS

- Merit Scholarship 100% – Lahore Grammar School
- Cambridge Outstanding Learner Award
- LUMS – Place on Dean's Honor's List

SKILLS & INTERESTS

Technical Skills: Python (Pandas, NumPy) | R | Data Wrangling & Cleaning (EDA) | Microsoft Excel | Consumer Analytics (NLP) | Financial Modelling | Problem-Solving

Professional Skills: Leadership | Event Coordination | Team Management | Communication Skills

Interests: Data Analytics | Business Intelligence | Artificial Intelligence | History | Photography | Football | Music