



## ➤ Stat Devs Profile

Cofounded by Muhammad Uzair Aslam & Sarfaraz Jamal



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# About Us

## Mission Statement

To help client entities towards intelligent growth with data science technologies and derive meaning from their data to address critical business issues and goals.

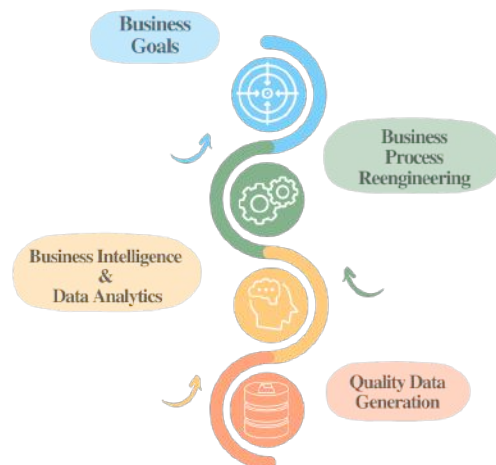
## Company Overview

Stat Devs is a data analytics company aiming to enhance data driven culture and skills for businesses and academia focusing on fast evolving fields in Data Science, Statistics and Data Visualization.

Through data analytics and research, our aim is to assist businesses in data driven decisions. From climate change to day to day to business decisions, the need for reliable and robust metrics is needed to optimize business processes, identify production and supply bottlenecks, analyze customer buying trends and to help businesses make strategically guided decisions.

We believe that by taking small and timely actions, businesses can make a substantive difference in quality, delivery and costs reduction. *By adopting data driven approaches and culture, Stat Devs aims to empower businesses by data technology, improve business processes and help them set data driven metrics to measure, monitor and optimize businesses.*

### FOUR STEP PROCESS FOR DRIVING VALUE OUT OF YOUR BUSINESS DATA



# Our Motivation

International Commerce has entered a new phase with incredible variety and intensity of data generation and subsequent measurement with benchmarks : the Zettabyte. Zettabyte is equivalent to 1 trillion gigabytes per m/s. - about 250 billion DVD's storage. This is known as 'The Fourth Paradigm' or the era of *Big data*. Many companies simply do not have the infrastructure in place to manage and leverage data or are facing acute shortage of skilled data consultants at such *variety, veracity and volume*. According to survey by Dell (2020), 43% of IT decision makers fear that their current IT infrastructure will not be able to meet future data demands.

Today, industries and businesses are investing in Data Science and Analytics. According to Travelport (2018), 68% of travel brands **want to invest in business intelligence or predictive analytics** in 2019.

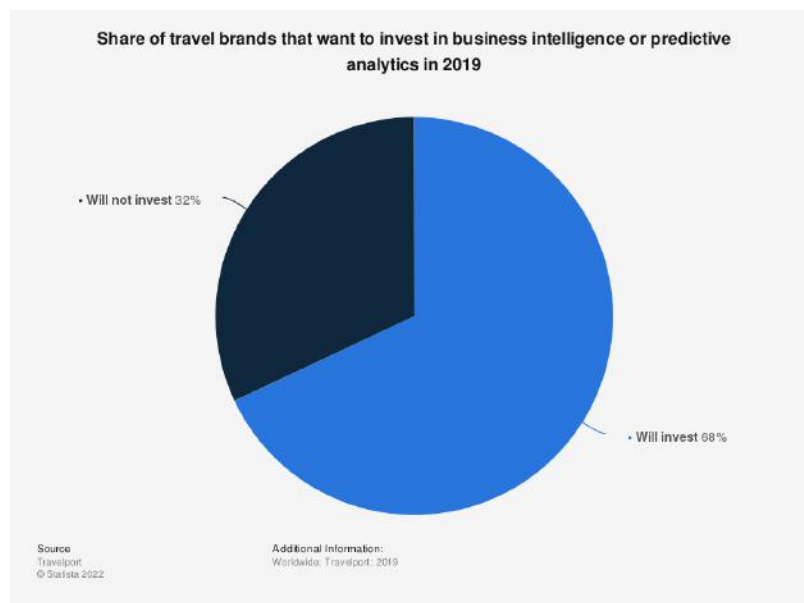


Figure 1 – Readiness of travel brands to invest in Data Analytics

Similarly, companies like Telstra Ventures, a San Francisco-based venture capital firm invests primarily in tech companies is using data mining technologies. They are using data analytics in their **decision making** to evaluate their investment options. In 2017, Mark Sherman, the firm's managing director hired Jonathan Serfaty, a data scientist who had previously worked at LinkedIn. Telstra had no data that could be used in training models. Serfaty started from scratch and gathered data from websites and external providers to train their machine learning algorithms. Eventually the firm's repositories held data on millions of companies, but then the real challenge began. They had to **clean, integrate, and organize** the data before it could be used to **generate insights**.

Now Telstra Ventures has not only a data store, but an automated pipeline that continually refreshes data of companies. They **collect, analyze and process** a variety of different metrics to assess a company's theme, momentum, market, and other factors that might correlate with

success. On basis of these variables, several uncorrelated models are run to generate scores. The scores are used to **help investors decide** whether to investigate a company or not, and then to benchmark investigated companies against each other. Since then, the company has invested in \$565 Million in more than 80 companies and have generated a revenue of \$400 Million.

Just like Telstra Ventures, **Stat Devs** aims to use data analytics to reshape your company with *laser focused* and *data driven* approach to drive value to your business. We are a ‘boutique business consultancy’ firm aiming to enhance data driven culture and skills for businesses and academia focusing in Data Analytics, Research and Visualizations to help client entities towards ‘Intelligent growth’. We can provide solutions ranging across :

- Helping a FMCG company like Shan Foods to extract monthly and quarterly trends of sales in their *plain spices, cooking pastes* or *recipe mixes* products and predict customers buying behavior using customer databases.
- Analyzing and preparing an industry specific intelligence report for Fertilizer industry forecasting the demand of fertilizers broken down into sales region in coming winters.
- Applying statistical tools to establish unbiased numeric benchmarks for philanthropic organizations like Indus Hospital & Health Networks to select the Most Disadvantaged Districts (MDDs) to set up their mobile health clinics using Macro Data sets.
- Establishing metrics for Supply chain functions to *track* and *monitor* the ‘On Time’ (OT) and ‘In-Full’ (IF) delivery of their products using Data Dashboards and Applications.
- Designing and Conducting Business Data Analysis training for non technical employees of various backgrounds at companies and institutes on R programming, statistical data analysis, data visualization and dashboard development.

**Our well trained team of consultants make sure that you avoid the cost and time to hire traditional in house Business Intelligence (BI) teams and empower your business with all data science and research solutions under one roof.**

Making a substantive difference to YOUR business!

## Our Values

Responsibility	Trust
Honesty	Excellence
Value Creation	Innovation

# Services

Stat Devs aims to provide quality service in following areas of :

## Business Intelligence & Data Analytics

- Data Science from start to finish - tidying and processing data, data analytics, machine learning and data visualization to help you make sense of your complex business data.
- Ready to use **Interactive Data Dashboards and Applications** providing the most accurate and up to date Business Insights and helping you strategise your business.
- Establishing data quality and translating business requirements into data models.
- **Reporting** of your business/business functions, competitor analysis, analyzing the business market position and areas of continuous improvement.
- Empower employees throughout your organization with streamlined processes, **automated reports and dynamic dashboards** of key business insights to help individuals make strongest decisions based on the most accurate and available information.
- Identify trends and patterns from past data to predict the future through our **Predictive Analytics**. Answer key business questions such as ‘What could happen?’, ‘Why this actually happened?’, ‘What if the current trend continues?’ ‘Which region/areas the product will generate more sales?’
- Helping you Present your business Key Performance Indicators (KPIs) to stakeholders so they are informed and engaged through communicable evidence and insights with your business current and past performances through our **Elegant Reports** .
- In running your manufacturing or marketing operations we can help you discover missed opportunities *OR* faulty business process chains, that are hiding high cost and low productivity and help achieve your true potential through Data Analytics. In Data Analytics we offer services to rethink and revise the way your entity **stores, manages** and **analyze** various types of operational data.

## Macro Analysis & Research

- Putting data science and research together to extract insights from public data sets such as Pakistan Social Living Measurement (PSLM), World Health Organization (WHO), Pakistan Demographic and Health Survey (PDHS), World Bank data sources.
- Providing research in areas of Environmental Health, Public Health, Global Health Inequalities, Air Quality & Atmosphere, Spatial and Macro Economic Analysis.
- Designing interactive data applications using R/Shiny to assess and visualize data within countries and compare disparities between countries using interactive tables, maps and charts.
- Writing quality research papers, literature review and study designs and helping researchers to mine, analyze the data and present the findings in form of highly organized presentations and dashboards.

## Professional Training & Workshops

The *vision* for providing workshop training is to equip the organizations with software tools, enrich their Business Intelligence, Data Science and Research teams with modern day software practices and tools. We currently offer onsite and remote training to employees and university students across all backgrounds in following courses :

1. Introduction to Business Data Analysis in R
2. Time Series Analysis & Forecasting
3. Statistical & Machine Learning Modelling
4. Spatial Data Analysis
5. Data Visualization & Shiny Applications
6. R For Data Science
7. Elegant Reporting & Presentations in Quarto
8. Putting R in Production
9. Reproducible Research & Workflows
10. Writing R Packages

### Tools We Love



# Affiliations

## Sifaat Associates - Karachi, Pakistan

A reputed business consultancy firm with more than 15 years of experience in Power, Energy and Logistics. Sifaat has one of the best business consultants and diverse work portfolio in financial project viability, feasibility, on-shore & off-shore dry bulk handling & logistics, business development, financial products and services configuration, content & macro-process maps, Specialized solutions for Risk assessment and management (ERM) in innovative and emerging risk areas.

Recently, Stat Devs provided technical assistance to Sifaat Associates in a feasibility study for Indus Hospital & Health Networks. With the help of Sifaat, Stat Devs conducted *Macro Data Analysis of Pakistan Health Sector Pilot Project Phase 2* using publicly available surveys like PSLM (2019-2020), PDHS (2017-2018) and Census (2017) data. The study was presented to Indus Hospital & Health Networks for the allocation of Mobile Health Clinics to Most Disadvantaged Districts of Pakistan in terms of Public Health Care Delivery, Social Living Status and Burden of Disease. By conducting year long study, we have confidence to conduct similar studies for organizations and researchers in areas of Socio-Economic Development.



# The Team

## Muhammad Uzair Aslam - Co founder

*BS Economics & Mathematics - IBA (2022)*

Muhammad Uzair has over two years of experience as a Data Consultant. He has provided his services as Data Analyst for Sifaat Associates and as Data Scientist for Cube Statistica, Canada. His excellent quantitative research, data driven insights has helped businesses making strategically guided decisions. His projects include a diverse portfolio in Macro Economics, Public Health and Statistics. Uzair is a continual learner and leader who believes in value creation, honesty and mutual accountability. In his free time, he plays soccer, read books and travel.

## Sarfraz Jamal - Co founder

*BS Economics & Mathematics - IBA (2022)*

Sarfraz has a work experience of 4 years in pharmaceutical exports business. He has worked for J.A Enterprise in handling logistics, inventory management and documentation. He has a keen interest in emerging technologies and is well versed in Business Intelligence tools that complement his academic background. A considerable experience in these tools along with his quantitative research skills makes him a resourceful member of any consulting team.

## Jaweid Ishaque – Senior Advisor

*Post-graduate in Economics from Central Michigan University, USA (1982) and Punjab University, Pakistan (1976)*

Mr. Ishaque has over 27 years of diversified work experience, including heading operations, strategic & marketing planning, interactions with MNC principals, people management & OD ; spanning fertilizers, agri-inputs sector, agriculture in general, sugar industry, agri-franchise management, trade facilitation and risk management / insurance intermediation. His prior career spans Exxon Chemicals / Engro Chemicals, Jaffer Bros. Pvt. Ltd., and spearheading startup ventures Agrimall Pvt. Ltd. (as CEO), and Al Moiz Industries Pvt. Ltd. (as COO).

## Javaid Khan – Senior Advisor

*BE in Mechanical Engineering from Peshawar University (1971), and a certified Professional Engineer of Pakistan Engineering Council*

Mr. Javaid has over 45 years of diversified engineering experience in design, fabrication, project management, construction and plant operations. In his career he has worked in oil refineries,

fertilizer plants, sugar industry, engineering workshops and Project Manager for dismantling of aromatic plant on behalf of large Pakistani Refinery.

# Contact Us

## Office

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