

Donna Oftadeh

Data Scientist

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SUMMARY

With over 12 years of experience as a data product manager and a strong background in engineering and business, I have developed a passion for turning complex data into actionable insights. I have worked on projects involving data cleaning, visualization, machine learning, time series, neural networks, deep learning, recommendation systems, classification, customer segmentation, and forecasting. I am eager to leverage my analytical skills and experience to drive innovative, data-driven solutions in a dynamic data science role.

SKILLS

Prompt Engineering

AI and Machine Learning

- Time Series Forecasting
- Recommendation Models
- Segmentation
- Neural Networks
- Natural Language processing

Programming

- Python (Numpy, Pandas, Scikit-Learn, Keras,)
- R
- No SQL
- SQL

Databases

- MySQL
- SQL Server
- Google BigQuery

Collaboration Tools

- Git
- Google Collab
- Jira

Visualization

PROJECTS

- 20 Dec 2023 - 6 April 2024

Segmentation, Forecasting, and Personalized Recommendations for a Fintech Company
 - Developed data-driven marketing solutions for EasyMoney, including customer segmentation with K-Modes clustering, an SVD-based recommendation model and a real-time KPI dashboard to optimize campaign effectiveness and monitor ROI
- 26 Feb 2024 - 10 Mar 2024

Advanced Image Classification Using Neural Networks for E-commerce Product Recommendation Enhancement
 - Developed and optimized ten neural network architectures for CIFAR-10 dataset analysis, utilizing data augmentation and advanced techniques to achieve a notable accuracy increase from 59.62% to 86.84%.
- 10 Feb 2024 - 25 Feb 2024

Advanced Sales Forecasting for an E-commerce company
 - Forecasted All Sales Inc.'s future profits with 88% accuracy using SARIMA and boosting techniques on a year's sales data, emphasizing data preprocessing and seasonal analysis.
- 15 Jan 2024 - 4 Feb 2024

AI-Driven Heart Disease Prediction for a Healthcare company
 - Conducted thorough data preprocessing, feature engineering, and stratified sampling on a dataset of 319,795 individuals to predict heart disease risk. Optimized machine learning models, including Random Forest and Gradient Boosting, resulting in a substantial F1 score improvement from 0.173 to 0.241.
- 12 Dec 2023 - 15 Jan 2024

Analysing Customer Churn for a bank
 - Thoroughly cleaned and transformed data through univariate analysis, outlier management, and categorical data handling. Excelled in data preparation and exploratory analysis, crafting insightful visualizations to highlight churn rate and data distribution trends.

WORK EXPERIENCE

- Apr 2019 - Aug 2023

Data-Driven Product Management and Consultant
Various
 - Lead blockchain initiatives for various companies, driving the full product lifecycle by crafting user personas, MVP mock-ups, roadmaps, release plans, and user stories.
 - Utilized agile methodologies and AARRR funnel metrics for effective collaboration, executing data-driven decision-making and user feedback sessions to boost product adoption, increase user engagement, and reduce development cycle time.
- Sep 2020 - May 2022

Lead Data Product Manager
Geeks Ltd - Mobile and Web-based Applications
 - Managed ERP web-based products for recruitment, marketing, task management, resource planning, and digital transformation, emphasizing data-driven insights. Directed product concept creation, MVP validation, roadmap development, risk assessment, and team training.
 - Mentored a team of 5 PMs, enhancing product delivery and customer satisfaction.

- Tableau
- Power BI
- KNIME Analytics
- MATLAB

Product Management

Leadership

Team Building

Data Engineering

Distributed Databases

Microsoft Office

AREA OF INTEREST

- Research
- Consulting
- Biotech data analytics
- Science and technology studies
- Music
- Natural Language Processing
- IOT

AWARDS

- Top 10 Finalists - IOT Challenge by IE Business School 2021

Jan 2018 -
Jan 2019

Senior Data Product Manager - Credit Card and Credit Scoring Analyzer

Kian Digital - Credit and Debit Card app

- Developed a data-driven credit card solution integrated within a digital banking app, researching banking systems and customer personas.
- Collaborated with banks, regulatory bodies, and scoring companies to create and pre-launch a credit scoring app derived from the credit card solution.

Jan 2016 -
Oct 2017

IT Product Manager

Fanap - Sport betting

- Successfully launched and penetrated the market with an online and on-site horse race betting solution, achieving breakeven within a year and capturing 60% market share.
- Managed and trained a team of 30+ on-site operators for the desktop app's operator version, while executing effective promotional campaigns.

Jan 2014 -
Aug 2015

Business Development Consultant

Sharif University - mHealth

- Pioneered Iran's first m-health cloud service in partnership with Hamrah-e-Aval, establishing a groundbreaking presence in digital healthcare.
- Secured a pivotal contract with Rightel through a winning proposal, significantly advancing business expansion and market influence.

May 2012 -
Oct 2013

VAS Product Analyst

Rigthel - Telecommunication Operator

- Successfully launched and managed 4 VAS products from ideation to launch and deduction in their life-cycle.
- Launched and managed the most profitable VAS product called RBT in Rightel from discovery to launch. It accounted for 70% of the VAS revenue.

May 2010 -
May 2012

Business Transformation Project Manager

Huawei Technologies co. - Mobile and Telecommunication

- Spearheaded data-driven digital transformation projects at Huawei Technologies, optimizing O&M processes for clients including Rightel, Hamrah-e Aval, MTN Irancell, and Mobinet.

EDUCATION

Jul 2023 -
Apr 2024

Professional Master in Data Science and AI

Joint Programme between Nuclio Digital School and Universitat de Vic- Universitat Central de Catalunya
93.5%

- Introduction to data science, Data Science Tools, Data Analytics and Business Intelligence, Machine Learning, Deep learning, MLOps, Applied AI: Trends and Challenges, Data visualization and storytelling

2008 - 2009

Graduate Diploma in Business Administration

University of Birmingham

2004 - 2008

Master in Electronic and Communications Engineering

University of Birmingham

Second honours