Iasi, Romania
Github

ENEJAN HAYYTJANOVA
JUNIOR DATA SCIENTIST

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Summary

Data Scientist with more than 1.5 years of experience in **machine learning, data analysis, and deep learning**, alongside a strong background in **mathematics teaching**. Proficient in **Python, SQL, Tableau, and Power BI**, with expertise in **predictive modeling, A/B testing**, and **recommendation systems**. Known for effectively communicating complex data insights and translating them into actionable strategies. Combines technical skills with teaching experience, enhancing the ability to collaborate with both technical and non-technical teams.

Employment

DATA SCIENTIST – IMEBRANDS, ILLINOIS, USA   September 2023 – September 2024

- Conducted Exploratory Data Analysis (EDA) and developed data-driven dashboards and reports using Tableau and Power BI, monitoring key metrics like product performance, sales trends, and pricing, optimizing market positioning and increasing sales by 15%.
- Led A/B testing initiatives, enhancing marketing strategies and improving customer engagement by 10%.
- Built time series forecasting models, driving business decisions with accurate revenue and profitability predictions.
- Improved product visibility through machine learning algorithms that predicted Amazon's Buy Box percentage, boosting win rates and leveraged machine learning (ML) to analyze co-purchased product patterns, driving cross-selling strategies and increasing sales through personalized recommendation engines.
- Developed an NLP-based chatbot to handle customer inquiries and deliver personalized product suggestions.
- Increased retention by 12% using RFM and cohort analyses to uncover customer behavior trends.
- Spearheaded automated image classification using computer vision, enhancing product categorization and visibility.
- Extracted actionable insights from sentiment analysis on product reviews, boosting feedback relevance by 20%.

MACHINE LEARNING INTERN – MENTORNESS, AHMEDABAD, INDIA   May 2024 – June 2024

- Prepared a reel on unsupervised learning algorithms (DBSCAN, K-means, hierarchical clustering), featuring visual demonstrations and practical applications.
- Trained and integrated a regression model for salary prediction using Flask, focusing on data preprocessing, feature selection, and hyperparameter tuning for improved accuracy.
- Built a robust classification model for Fastag fraud detection using boosting and bagging algorithms, processing over 5,000 transaction records and achieving an accuracy of 0.99%.

ONLINE TUTOR OF MATHEMATICS -FREELANCE, CLUJ, ROMANIA   June 2020 – Aug 2022

- Taught advanced university-level mathematics, including Calculus, Differential Equations, Probability, and Linear Algebra, enhancing students' logical reasoning and analytical skills.
- Utilized Excel for data tracking and progress analysis, customizing educational approaches to improve comprehension and academic performance.
- Created and published instructional videos on a YouTube channel, covering mathematics topics from elementary to high school, simplifying complex concepts for a broad audience: My YouTube Channel

TEACHER OF MATH – TNA FATIH BILINGUAL SCHOOL, BANDA ACEH, INDONESIA   June 2018 – Aug 2019

- Delivered high-quality mathematics education, focusing on critical problem-solving, analytical thinking, logic-building skills.
- Served as a Homeroom Teacher, using Excel to track student scores and progress, and designed dashboards to present data to parents, improving transparency and communication.
- Created personalized learning modules based on data-driven assessments, leading to a 30% improvement in student performance.
- Fostered an interactive learning environment through strong communication and organizational skills, boosting student engagement.

TEACHER OF MATH – T.O TURKMEN-TURKISH HIGH SCHOOL, ASHGABAT, TURKMENISTAN   Aug 2012 – Aug 2014

- Taught advanced mathematical concepts, enhancing students' logical reasoning and analytical skills, resulting in improved academic performance.
- As a Homeroom Teacher, utilized Excel for score tracking, created dashboards to communicate student progress to parents and applied data analytics to monitor student performance, adapting teaching strategies to increase comprehension and retention.

Education

- **MASTER OF SCIENCE PHYSICS AND MATHEMATICS** – Belarusian State University Minsk, Belarus
- **BACHELOR OF MATHEMATICS** – International Turkmen Turkish University Ashgabat, Turkmenistan
- **RELEVANT COURSEWORK –** Data Analytics Essentials, Data Analysis Program, Data Science Program

Projects

Machine Learning Projects:

1. **CO2 Emissions Prediction**: Developed a model to predict vehicle CO2 emissions based on engine specifications and fuel consumption data.
2. **Auto Scout: Car Price Prediction**: Built a machine learning model to estimate car prices using features like mileage, age, and make from the Auto Scout dataset.
3. **Raisin Class Prediction**: Classified raisin varieties using machine learning techniques based on image attributes and physical characteristics.
4. **Adult Income Prediction**: Created a predictive model to determine whether an individual's income exceeds $50K based on demographic features.
5. **Hand-Written Digits Recognition**: Implemented a neural network to classify handwritten digits from the MNIST dataset using deep learning.
6. **Titanic Survival Prediction**: Used machine learning to predict passenger survival on the Titanic based on factors like age, gender, and class.
7. **Soldier Dodrace Strategy Optimization**: Designed an optimization model to improve strategy in soldier dodrace scenarios, enhancing decision-making efficiency.
8. **Heart Failure Clinical Records Prediction**: Predicted the likelihood of heart failure based on patient medical records using machine learning algorithms.
9. **Credit Score Prediction Using Machine Learning**: Developed a machine learning model to predict credit scores based on financial and personal data.
10. **Flower Detection Using Deep Learning**: Applied deep learning techniques to detect and classify different flower species from image data.

Dashboards:

1. Pizza Sales Analysis (Tableau, Power BI)
2. Road Accident Dashboard(Tableau)
3. Mapping Analysis(Tableau)
4. Background Image Analysis - Polygon(Tableau)
5. Sales Analysis (Power BI)
6. KPI Analysis(Tableau)
7. Customer Segmentation Analysis(Tableau)
8. Marketing Spend - Revenue - Population Relationship(Tableau)
9. World Population History (Tableau)

Skills

Technical Skills:**Programming Languages:** Python (Pandas, NumPy, Scikit-learn, TensorFlow, Keras), SQL; **Data Visualization:** Tableau, Power BI, Matplotlib, Seaborn, Plotly; **Machine Learning:** Regression, Classification, Decision Trees, Random Forests, KNN, SVM, Gradient Boosting, XGBoost, LightGBM, Unsupervised Learning (DBSCAN, K-means, Hierarchical Clustering), Deep Learning (CNN, ANN, LSTM, GRU), NLP, Computer Vision; **Tools & Frameworks:** Jupyter Notebook, Flask, YOLO, Github, ClickUp, Streamlit; **Data Analysis:** EDA, RFM analysis, Cohort analysis, Basket analysis, Time Series Forecasting; **Project Management:** Agile methodologies, SDLC, Google Sheets, MS Excel

Soft Skills: Analytical Problem-Solving, Effective Communication, Teamwork, Adaptability and Learning Agility, Detail-oriented, Self-Discipline, Time Management

Language

English (Professional Working Proficiency); Turkish (Full Professional Proficiency); Russian (Limited Working Proficiency); Romanian (Limited Working Proficiency); Turkmen (Native / Bilingual Proficiency)