ESSAM SULIMAN

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My Portfolio| LinkedIn

Skills

- SQL (SQL Server, MySQL, PostgreSQL)
- Python (Pandas, NumPy, MatPlotLib, Seaborn, Scikit-learn)
- Feature Engineering & Model Optimization
- Excel (VLookup, Conditional Formatting, Pivot Tables)

- Exploratory Data Analysis (EDA)
- Machine Learning (Classification & Regression)
- R (dplyr, ggplot, tm, tidyr)
- Tableau & Microsoft Power BI

Projects

MARKETING LINEAR REGRESSION MODEL– Personal Project – Kuala Lumpur   August 2025

- Built a Multiple Linear Regression model that explains 90.4% of sales variance, identifying Radio and High TV spend as the strongest predictors of sales.
- Validated modelling assumptions (linearity, homoscedasticity, multicollinearity, independence) using residual diagnostics and VIF scores (<5).

CYCLISTIC BIKE- SHARE CASE STUDY – Personal Project **–** Kuala Lumpur   May 2025

- Cleaned and analysed 426k+ ride records using Python to compare Cyclistic member vs casual rider behaviour and uncover actionable marketing insights.
- Found key behavioural differences (e.g., members ride ~12.7 mins vs casual ~96.2 mins) and clear weekday/weekend usage patterns.

Work Experience

PERSONAL ASSISTANT (PART TIME) – Kuala Lumpur   May 2025 – Present

- Maintained confidentiality with professionalism, optimized workflows for greater efficiency, and thrived in dynamic, deadline-driven environments.
- Coordinated international visa and travel arrangements, facilitated communication by managing calls and emails, and prioritized tasks to support sound decision-making.
- Strengthening problem-solving abilities by addressing and resolving administrative challenges.
- Leveraged digital tools to manage documents and schedules effectively.
- Applied time management strategies and organized both digital and physical records, improving overall administrative productivity.

DATA ANALYST INTERN (REMOTE) – Dr Avi Global **–** Sydney   December 2024 – March 2025

- Analyzed and structured large datasets from marketing, AI model outputs, and research projects to generate actionable insights for decision-making.
- Built and maintained performance dashboards in Excel and Python to track KPIs, Stock trading statistics, and campaign effectiveness across departments.
- Conducted exploratory data analysis (EDA) to identify patterns, trends, and outliers, improving reporting accuracy and supporting business strategy.
- Translated complex data findings into clear reports and visualizations, enabling both technical and non-technical stakeholders to make data-driven decisions.

SALES ASSOCIATE (PART TIME) – Thebigbang.shop – Kuala Lumpur   February 2024 – August 2024

- Improved inventory efficiency by 20% through analyzing sales and stock data, leading to reduced overstock and faster product turnover.
- Provided actionable insights to management by translating raw data into clear visualizations and recommendations that improved operational efficiency.

Education

BACHELOR OF ADVERTISING IN DIGIT AL MARKETING COMMUNICATION – Greenwich University   Present

Certificate

Google Business Intelligence Certificate (Present)

Advanced Google Data Analytics Professional Certificate (December 2025)

Google Data Analytics Professional Certificate (june 2024)