

Nik Nur Afriza binti Yunan

Besut, Terengganu

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An avid learner with strong communication and leadership, dedicated to performing well at any given task. I am seeking an opportunity to showcase my abilities in a growing company looking to effectively utilize their data to more adeptly provide statistical information to their clientele. I am focused and dependable to work independently and respond quickly to the changing in the organization. **Available to start on March 2023.**

EDUCATION

Universiti Teknologi MARA (UiTM)

GPA: 3.75/4.0

Kota Bharu, Kelantan

Bachelor of Science (Hons.) Statistics

Jan 2021

Awards & Recognitions: Dean's List (5 semesters), President of RE-X (Recreation) Club 2019, JPA PIDN Scholar.

Kolej Matrikulasi Pahang

GPA: 3.43/4.0

Gambang, Pahang

Module 1 (Pure Science)

July 2017

EXPERIENCE

Ibu Pejabat Jabatan PERHILITAN | Budget Analyst

Cheras, WPKL, Mac 2021 – Oct 2021

- Supervised RM104 million states and HQ budgets.
- Improved daily, weekly, and monthly budget analysis using **excel** for future reports.
- Maintained 100+ files of vouchers, contracts, travel, and credits for day-to-day operations.
- Developed **budget-related projects** and **forecasting** for 19 states/PTJ accurately.
- Produced translation of **quantitative analytics** and findings into accessible visuals for the non-technical audience using **dashboard reports** which helped increase the target met from 67% to 99.5%.

Pejabat Pendidikan Daerah Besut | Internship

Besut, Terengganu, Oct 2020 – Jan 2021

- Applied **regression analysis** to understand relationships between teachers' motivation and coaching practices.
- Created a report for STPM 2020 **performance ranking** according to the grade using data of 2320 students in Terengganu.
- Analyzed SKPMg2 (Standard 4) for primary schools resulted in an average for Besut District of 92.29%.
- Collaborated with teams across different departments to formulate the development of **data management and analysis** increasing **reporting ability** and reducing **operational cost**.

PROJECTS

Customer Loyalty

- Investigated a classifier **prediction model** to predict the loyalty score for those customers who could not be tagged with the highest predictive accuracy of 95.5% via **Random Forest algorithm (supervised learning)**.
- Explored different **regression modeling** approaches to improve the **predictive accuracy** to use for making predictions on the customer who were missing the loyalty score metric.

Ed Sheeran's New Album Data

- Conducted **Principal Component Analysis (PCA)** to compress 100 unlabeled, sparse features into a more manageable number for classifying buyers of Ed Sheeran's latest album.
- Implemented a **Random Forest Classifier** which was able to predict customers that would purchase Ed Sheeran's last album with a Classification Accuracy of 93%.

Campaign Performance

- Compared the **rates** of two types of mailers to promote a new service using **Chi-Square Test for Independence**.
- Aggregated the data and fed it into the algorithm (**scipy library**) for analysis.

Customer Segmentation

- Delivered a **WCSS score** to segment the customer to increase business understanding and to enhance the relevancy of targeted messaging & customer communication via **k-means clustering (unsupervised learning)**.
- Evaluated the customer segmentation with **3 clusters** ranging in size of 73.6%, 14.6%, and 11.8% respectively.

TECHNICAL SKILLS & PROJECT

Languages: Python (NumPy, Pandas, Scikit-learn, Matplotlib, NLTK), R, SQL, SAS.

Databases: MS SQL, Oracle, MySQL, MongoDB.

Tools: Jupyter Notebook, Github, Tableau, MS Excel, Power BI, IBM SPSS.

Final Year Project: Factors Affecting Students Purchase Intention towards Pirated Products: A Case Study in UiTM Kota Bharu.

Certificates: Fusionex Data Science Analyst Program, Data Visualization with Power BI, Fundamentals of Digital Marketing.