

# Kaneez Masooma

📞 +91-7982077454 | 📍 India, Delhi | ✉ [massoma495@gmail.com](mailto:massoma495@gmail.com) | 🌐 [GitHub](#) | 🔗 [LinkedIn](#)

## Profile Summary

As a seasoned **Data Scientist** and **Analyst** with a strong foundation in statistics, I leverage my academic experience as a former Lecturer to deliver data-driven insights and innovative solutions. My unique blend of theoretical knowledge and practical experience empowers me to uncover actionable insights from complex datasets, enabling businesses to make informed decisions and drive impactful outcomes.

## Technical Skills

**Programming Languages and Databases:** Python, MySQL, SQL

**Tools and Technologies:** Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, Keras, TensorFlow, Statsmodels, SciPy, OpenCV, Flask, Power BI, Tableau, MS Excel

**Core Competencies:** Data Analysis, Machine learning, Trend Analysis, Data Analytics, Data Modeling, Data Visualization, Pattern Recognition, Data Presentation, Predictive Modeling, Data Mining, Statistical Analysis, Model Deployment, Azure

## Education

**Master of Science in Statistics** | *University of Lucknow, Lucknow, UP*

## Experience

**Amazon Sales Analysis** | *Data Preparation, Analysis, Data Visualization* | *Unified Mentor Internship* July 2024

- Preprocessed raw sales data from **76** countries, covering **12** item types using Python to ensure data quality.
- Identified patterns, analyzed sales performance metrics, including mean sales, and seasonal trends.
- Developed interactive dashboards and visualizations using Power BI to present key findings to stakeholders.

**Lecturer** | *Azad Institute of Engineering & Technology, Lucknow, India*

*Sep 2009 – Feb 2011*

- Integrated real-world examples and case studies into teaching methodologies.
- Instructed **200+** students in **Complex Algebra, Calculus, Applied Statistics, and Business Statistics**.

**Guest Lecturer** | *Isabella Thoburn College, Lucknow, India*

*Jul 2008 – Nov 2008*

- Improved student performance by **15%** using visual aids.
- Conducted bi-weekly analytical sessions to solve problems, enhancing conceptual understanding by **30%** and boosting team productivity by **20%** through targeted exercises and real-world applications.

## Projects

**Heart Disease Analysis Project** | *Data Preprocessing, Data Analysis, Predictive Modeling, Web Application* | [Proof](#)

- Handled **1024** patient records, **13** key features addressing missing values and standardizing features for consistency.
- Implemented and fine-tuned **Logistic Regression** and **Random Forest models**, achieving test accuracy rate of **83%**.
- Developed an interactive **Streamlit** web application for real-time heart disease risk predictions.

**TripAdvisor Hotel Reviews Classification** | *Text Analysis, Sentiment Analysis* | [Proof](#)

- Implemented advanced text preprocessing techniques including lemmatization, stopwords removal to **20491** reviews.
- Achieved **94.96%** accuracy in sentiment classification for TripAdvisor hotel reviews using **Naïve Bayes**.

**Diabetes Data Classification Project** | *Data Preprocessing, Data Analysis, Predictive Modeling* | [Proof](#)

- Processed and transformed **768** data points, conducting in-depth analysis and visualization of **8** key features.
- Enhanced accuracy by **5%** with **6** key features of the **Decision Tree model**, achieving a solid **77%** test accuracy.
- Produced confusion matrix and ROC curve to effectively interpret and communicate model results.

## Certifications

**Forage's Accenture North America Data Analytics and Visualization Job Simulation**

*Jun 2024*

- Leveraged data analysis and visualization in **MS Excel** & Python to provide strategic advice to a social media client.
- Cleaned, modeled, and analyzed 7 datasets to uncover insights into content trends, informing strategic decisions.
- Prepared a PowerPoint deck and video presentation to convey key insights for the client and internal stakeholders.

**Full Stack Data Science & AI** | *Naresh IT, Hyderabad, Telangana*

*Nov 2023 – May 2024*

## Soft Skills

- Displayed strong analytical skills & problem-solving abilities, through in-depth analysis of **10+** complex problems.
- Demonstrated continuous professional development and proactive learning, completing **3** industry certifications and applying new skills to enhance domain knowledge, resulting in a **30%** improvement in project outcomes.