**LAEEQA BEGUM** [www.linkedin.com/in/laeeqa-begum](http://www.linkedin.com/in/laeeqa-begum)

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**Business Analytics** • **Data Science Professional**

A recent Graduate with recognized talent for converting detailed analytics reports into actionable steps that focus on improving key performance indicators and facilitating stakeholder decision making. *Looking for full-time opportunities in data science* to leverage my skills and experience to drive growth for organizations.

**PROFESSIONAL SUMMARY**

* Extensive programming skills in analytical and statistical programming language such as SQL, R and python
* Well versed in machine learning algorithms such as Linear, Logistic and Generalized Linear Methods, Decision Trees, Random Forest, SVM, KNN, Naïve Bayes and Gradient boosting methods.
* Proficient in SAS visualization, SAS miner and can work with large dataset and can understand the interactions between the data.
* Experience working on data preprocessing steps like exploration, aggregation, missing data imputation, sampling, feature selection, dimensionality reduction, outlier detection.
* Involved in projects from Initiation phase till completion to convert data into information and information into insights and future forecasts that impact consumer behavior and adds business value.
* Experience in data wrangling, data visualization and detailed reporting using R and Tableau.
* Experience on extracting data from various non-traditional data sources (Like web scraping).
* High self-awareness including planning and time management.
* Strong understanding of Analytics and numeracy.
* Analytical mind with the ability to problem solve, identify trends and proactively address opportunities and potential issues.
* An ability to excel in an environment of high activity, competing priorities and time pressures

**EDUCATION**

**La Trobe University**  City Campus, Melbourne

*Master of Business Analytics*  Sep 2019

▪ Predictive Modelling using SAS Enterprise Miner, Statistics using statistical methods, Data warehousing and Big Data using Hadoop and MySQL, Visual Analytics using Tableau and Power BI, Advance Data Wrangling with R, Python in Analytics Projects.

**Osmania University** Hyderabad, India

*Master of Business Administration*

**Jawaharlal Nehru Technology University** Hyderabad, India

*Bachelor of Technology in Electrical and Electronics Engineering*

**TECHNICAL SKILLS**

* **Analytics Languages & Tools:** R, Python (NLTK, Pandas, scikit-learn, matplotlib, NumPy, SciPy, Keras, MLlib), SQL, , SAS Enterprise Guide, SAS Enterprise Miner, IBM SPSS, MS Excel(Advanced).
* **Statistical/Data Mining Techniques:** Predictive Modelling, Machine Learning, Statistical Analysis, Hypothesis Testing, Clustering, Time Series Forecasting, AB testing, Text mining, Sentiment Analysis, Web scraping.

**Databases:** MySQL,MDX, SSDT, SSAS, SSRS, Data warehouse design

* **Big Data:** Hadoop, Spark, Sqoop, Pig, Hive, Scala, PySpark
* **Visualization:** Tableau, MS PowerPoint, R(ggplot2), Power BI, SAS Visual Analytics, Dashboard design, Excel
* **Project Management Tools:** MS Visio
* **Agile**: SCRUM, Trello, JIRA, GitHub
* **AI**: CNN, DNN, k-Means

**INTERNSHIPS**

**DPV Health** • *Business Analyst* • Broadmeadows March 2019 - June 2019

**Project:** Customer Segmentation, Predictive Modelling, AB testing

**Customer Segmentation and Predictive Modelling: -** Developed customer segments and financial actions like claiming allowable absences, to find customer late arrival in terms of cash flow on daily basis, service agreements, and ensure rostering of customers with the ratio in plan and built propensity models for predicting the lead conversion using advanced machine learning techniques in R.

* **Customer feedback Analysis: -** Performed feature extraction and analysis of online reviews for product improvement using opinion mining techniques in R (packages- tm, syuzhet, wordcloud, dplyr, Rweka etc.). Managed the delivery of Health & Safety reporting of customers and employees, incident, injury, hazard, near miss, analysis and metrics.
* **Data Visualization: -** Created an interactive analytics dashboard for DPV to display data on all services using Excel and Power BI.
* **Data Quality Analysis: -** Continuously monitored the quality of data content and removed duplicate entry profiles using R (Programming tool).
* Identified systems and process improvement to assist the business in safety management.
* **DBMS:** - Built and executed SQL queries for retrieving and manipulating customer data using MySQL.
* **A/B Testing: -** Implemented A/B testing on webpages for improved user engagements using Google Analytics.
* **CRM:** - Managed and analyzed customer interactions and data with the goal of improving business relationships using Jira by Atlassian
* **Team Management:** Managed the Data Operations team responsible for updating the web content, set up their reporting/analysis function KPI’s and key reporting requirements for the business, prepared their performance reports and managed their appraisals.

**Committee for Melbourne** • *Business Consultant* • City of Melbourne Feb 2019 – Feb 2019

* Solved the concern of housing affordability- by finding the players in the whole industry, their influence on housing affordability across categories to make house affordable.

**La Trobe University**•LTAP – Cohart 3- Business Analyst •City Campus Sep 2018 – Dec 2018

**Project:** Performed sentiment analysis on aged care and predicted how to reduce the high levels of loneliness and depression experienced among seniors and the young with R

* Performing quantitative analysis to identify current and future market trends to assist with the team’s development.
* I wish I’d Asked was successfully funded by the Victoria Government after ideas were forwarded.

**EXPERIENCE**

**Pepperoni’s** • *Supervisor & Customer Service Representative* • Melbourne Dec 2017- Aug 2019

**Deloitte India (Offices of US)** • *Tax Performance Management Analyst* • India Aug 2016- Nov 2016

**Fusion Software Solutions** • *Hiring Analyst* • India Dec 2014- July 2016

**Awards**

* Rising Star Encore Award - June 2016 – Awarded to an employee who demonstrated the below qualities in brief – i) Team Player ii) Leadership qualities iii) high quality of work iv) adaptability
* Above and Beyond Award - October 2015 – For implementing a 360-degree performance appraisal system. Awarded to an Individual who implemented Innovative ideas which enhanced the operational efficiency of the existing process and who initiated to provide personal support to the team members in the form of guidance or coaching.
* Monthly Best Performer – June 2015 – Given for outstanding work performance for the mentioned period for demonstrating the practice of putting the Client first.

**ACADEMIC PROJECTS**

**Developed a customer churn prediction model**

* Machine learning algorithms in R such as Random Forest, Naive Bayes, K Nearest Neighborhood, Support Vector Machines and Logistic Regression.

**Python in Power BI**

* Running Python scripts in Power BI for visualization and creating dashboards for business insights

**AgTech Startup Pitch**

* How agriculture is benefited using Machine Learning

**NLP and Social Media (or Australian Federal election 2019)-**

* A SCRUM-based agile approach to social media insights generation for the Australian Federal election 2019.
* Twitter streams of the political party and leader of the party.
* Topics, themes, and sentiment in three sprints

**Deep Learning using Python (or Melbourne real-estate market 2017)**

* Python, Jupyter notebooks, Google Colab
* MNIST, Fashion MNIST, *Melbourne real-estate* price prediction