LUBNA RAHMAN

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EDUCATION

Texas A&M University, Commerce, May 2020
MS - Business Analytics

Utkal University, India, June 2004
Post-Graduate Diploma – Rural Development

Utkal University, India, June 2003
BA - Economics

RELATED COURSEWORK

Advanced Analytics, Applied Decision Modeling, Statistical Methods, Database Management, Introduction to Business Analytics, Marketing Analytics and Intelligence, Quantitative Analysis for Managers, Business Research Methods, Project Management, Marketing Environment.

SKILLS

MACHINE LEARNING: Predictive Data Modeling, Classification, Regression Modeling, Clustering, KNN, SVM, Random Forest, Decision Tree
LANGUAGES: Python (Pandas, NumPy, Scikit-Learn), SQL, R
ANALYTICS/DATA VISUALIZATION: Matplotlib, Seaborn, Microsoft Excel (Pivot Table, XL Miner, Excel-Solver, ANOVA, VLOOKUP), Tableau
STATISTICAL ANALYSIS: Descriptive and Inferential Statistics, Hypothesis Testing, Probability, A/B Testing, Naive Bayes, Time-Series Analysis

PROJECTS

Loan Eligibility Prediction using Supervised Machine Learning (Classification) with Python
Investigated a housing company loan dataset through Data wrangling, EDA (Exploratory Data Analysis) and applied various Machine Learning algorithms, Statistical analysis, and Hyperparameter tuning procedures to improve the model performance.

Research Study of the discontinuation of Online Grocery Shopping
Conducted online survey using Qualtrics and applied Multiple Regression Analysis, Hypothesis testing for studying the sample dataset. Created Risk Breakdown Structure, WBS (Work Breakdown Structure), Gantt charts, Stakeholder register and Risk register using Microsoft Project.

Data Analysis Project on Revenue of General Motors
Studied how Disposable Income, Personal Household Consumption and GDP were affecting the revenue. Used Multiple Regression Analysis for detailed data analysis and Linear Time Series Analysis with a four-period moving average trend line to smooth seasonality in the data. GDP and Personal Household Consumption showed a positive correlation to the revenue.

Journal Article on Analysis of factors affecting Profit of Car dealerships
Implemented various statistical analysis methods such as Least Squares method, Linear Regression to study the relationship between the profit of dealership, dealership size and sales volume of Sedan and SUV. Big dealerships and family SUVs were found to be more profitable.

Market Analysis of a new car brand: BMW
In-depth SWOT analysis, Target Market Analysis, Marketing Mix, Situation Analysis and Competitive Analysis showed how BMW's marketing strategies exhibit the optimum balance between performance, price and premium quality compared to its key competitors.

WORK EXPERIENCE

Springboard, *Data Science Fellow*, June 2021-Current
Explore, preprocess, and model datasets with suitable machine learning algorithms.
Analyze structured and unstructured data to solve business problems using advanced statistical techniques.
Use data visualization tools to communicate the analytical results.

MetLife India Insurance Company Limited, *Financial Advisor*, June 2007-August 2008
Provided financial advice to the clients on investing, retirement plan and protection against risks.

ICICI Bank DSA*, Auto-Loan section*, *Office Manager*, March 2006-May 2007
Prepared the monthly MIS (Management Information System) reports and handled the daily loan application process.