LUBNA RAHMAN

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SUMMARY

Insightful and dedicated Data scientist adept in statistical concepts, predictive modeling, data mining & visualization with experience in SQL, Python and Machine learning. Excellent analytical, communication, story-telling and problem-solving skills.

EDUCATION

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

Utkal University, India
PG Diploma in Rural Development   **June 2004**
(Dissertation: Data analysis of health and nutritional aspect of children)

BA - Economics   **June 2003**

CERTIFICATIONS

Data Science Career Track, Springboard   **June 2021- May 2022**
Customer Analytics and Operations Analytics, Coursera   **August-September 2016**

SKILLS

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

RELATED COURSEWORKS

Advanced Analytics, Applied Decision Modeling, Statistical Methods, Database Management, Introduction to Business Analytics, Data Warehousing, Marketing Analytics and Intelligence, Quantitative Analysis for Managers, Business Research Methods, Foundations of Management, Seminar in Marketing Research, Cybersecurity and IT Auditing, Project Management, Marketing Environment.

CAREER BREAK

Professional Development: May 2020-Present
- Enrolled in Master's Degree in Business Analytics at Texas A&M University Commerce in January 2017 and graduated in May 2020.
- Currently pursuing the Data Science Career Track at Springboard
- Pandemic and School/Day Care closure: After completing my Masters, I had to stay home to take care of my two young kids.
- Volunteering at Houston Food Bank and Katy ISD Elementary school.

Relocation: September 2008- December 2016
- Relocated to USA after marriage and took a sabbatical to raise my family.
- Participated in various Art Exhibitions in Dallas, Texas.
- Volunteering for Meals on Wheels program and at Elder Care.

WORK EXPERIENCE

MetLife India Insurance Company Limited, *Financial Advisor*   **June 2007-August 2008**
- Providing financial advice to the clients on investing, education fund, retirement plan and protection against risks.
- Implemented new and improved wealth management policies and knowledge of the insurance industry to help customers with decisions on investments, tax laws and estate planning.
- Received the 'Trigger Award' for contributing to 10% increase in monthly sales.

ICICI Bank DSA*, Auto-Loan section*, ** *Credit Analyst-Back-Office Manager*   **March 2006-May 2007
- Managing and assessing the daily loan application approval process and preparing the monthly MIS (Management Information System) reports for data analysis and business modeling.
- Tracking and reviewing management reporting system resulting in 15% increase in financial accuracy.
- Mentored and trained new sales executives regarding the different auto loan procedures and credit policies.

PROJECTS

Movie Recommendation System Using Python and Machine Learning (Content-based and Collaborative Filtering)
- Analyzed the data from MovieLens, which consists of around 25 million user ratings.
- Machine Learning Algorithms: Implemented different algorithms like SVD, SVD++, LightFM, IMDb weighted average, Alternative Least Square collaborative filtering to find the best fit. LightFM algorithm gave 94% ± 0.5% accuracy with hyperparameter tuning.

Loan Eligibility Prediction using Supervised Machine Learning (Classification) with Python
- Investigated a housing company loan dataset through Data wrangling/cleaning, EDA (Exploratory Data Analysis) and various advanced statistical analysis.
- Machine Learning Algorithms: Implemented different algorithms like Random Forest, Decision Tree and Logistic Regression to check the best fit. Logistic Regression modeling was selected and hyperparameter tuning procedures applied to improve the model performance by **7%.**

Research Study of the discontinuation of Online Grocery Shopping
- Worked along with the group project members to conduct the online survey using Qualtrics and applied Multiple Regression Analysis, hypothesis testing for the study of survey sample dataset.
- Created the WBS (Work Breakdown Structure), Risk breakdown structure, Gantt charts, Stakeholder register and the Risk register using Microsoft Project.
- Our group's dedicated effort earned us the **'Best Project'** in the Project Management class.

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.

Market Analysis of a new car brand: BMW
- In- depth SWOT analysis, Target market analysis, Marketing mix, situation analysis and competitive analysis.
- Analyzed how BMW's marketing strategies exhibits the optimum balance between performance, price and premium quality compared to its key competitors.