

LUBNA RAHMAN

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EDUCATION

Texas A&M University, Commerce
MS - Business Analytics

May 2020

Utkal University, India
BA - Economics

June, 2003

CERTIFICATIONS

Data Science Career Track Bootcamp at Springboard

August 2021- Current

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.

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

PROJECTS

Loan Eligibility Prediction using Supervised Machine Learning (Classification) with Python

Investigated a housing company loan dataset through Data wrangling/cleaning, EDA (Exploratory Data Analysis), applied machine-learning, and statistics. Logistic Regression modeling and hyperparameter tuning procedures to improve the model performance.

Research Study of the discontinuation of Online Grocery Shopping

Worked along with the group project members to conduct the online survey 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.

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 and dealership size and sales volume of Sedan and SUV. Big dealerships and family SUVs were found to be more profitable than the Sedans.

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 exhibits the optimum balance between performance, price and premium quality compared to its key competitors.

WORK EXPERIENCE

MetLife India Insurance Company Limited, *Financial Advisor*

June 2007-August 2008

- Providing financial advice to the clients on investing, 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.

ICICI Bank, *Auto-Loan section, Credit Analyst*

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.
- Mentored and trained new sales executives regarding the different auto loan procedures and credit policies.