

MOUNA PENJARLA

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Summary

Having recently graduated with an **MSc in Data Science and Analytics** from the **University of Hertfordshire**, I have **3** years of experience in the data domain and am dedicated to uncovering valuable data-driven insights that promote informed decision-making and foster business expansion. I am actively seeking a role as a **Data Analyst** or **Data Scientist**

Work Experience

Data Analyst | Freelance | March 2023 - July 2024 | Remote

- Designed and implemented **SQL** queries, **Power BI** dashboards, and **Excel** reports for a retail client, reducing reporting time by **25%**
- Developed **machine learning** models using **Python** to analyze customer behavior, boosting client revenue by **15%**
- Collaborated with clients to understand requirements and deliver tailored solutions, achieving **95%** project satisfaction.

Data Engineer | Innominds | February 2021 - November 2022 | Remote

- Analyzed business requirements and developed scalable workflows using **Alteryx Designer**, improving efficiency by **30%**
- Optimized relational databases in **MySQL**, enhancing data performance by **25%**
- Debugged and enhanced **Python** applications, streamlining processes and reducing errors by **40%**
- Cleaned datasets and fine-tuned existing data models that improved model performance by **75%**
- Collaborated with clients and teams, ensuring transparency and achieving **90%** client satisfaction

Skills & Certifications

Programming : Python, SQL

Data Visualization : Tableau, Excel (VLOOKUP, Pivot tables), Matplotlib, Seaborn, Plotly, Power BI, Alteryx, Power Query

Data Science & Other : Statistics Analysis, A/B Testing, Web Scraping, Data Cleaning and Preprocessing, Data Warehousing, ETL (Extract, Transform, Load), Supervised & Unsupervised Algorithms - Linear & Logistic Regression

Tools : Visual Studio Code, Jupyter Notebook, Git, GitHub, Google Collab

Soft Skills : Communication, Adaptability, Critical Thinking , Time Management

Project Experience

Loan Eligibility Prediction:

- Built an **ML model** using algorithms like **Random Forest** and **Logistic Regression**, achieving **75%** accuracy and improving performance by **25%** through **metric-based** optimization

Cross-Lingual Offensive Language Detection:

- Developed a language detection model with cross-lingual transfer learning, achieving over **50%** accuracy in English and Arabic
- Enhanced performance using ensemble methods like **AdaBoost** and **Bagging** and pre-processed **30,000+** social media posts

Sales Data Analysis:

- Designed an interactive **Power BI** dashboard to analyze sales trends for AtliQ hardware, enabling data-driven decision-making.
- Demonstrated potential to increase revenue by **7%** in the next quarter.

T20 World Cup Cricket Data Analysis:

- Created a **Power BI** report to identify top 11 T20 players by scraping data from ESPN Cricinfo and transforming it with **Pandas**.
- Evaluated player performance metrics to build a winning team, achieving a **90%** win probability.

Educational Background

MSc in Data Science and Analytics, 1st | University of Hertfordshire | 2022 – 2024

- Modules:** Data Mining (**70%**), Applied Data Science (**81%**), Neural Networks and Machine Learning (**78%**)

B.Tech in Computer Science and Engineering, 2:1 | LPU | 2016 – 2020

- Modules:** Database Management System (**78%**), Object Oriented-Programming (**72%**), Python (**80%**)