NADIFA HOSSAIN

San Diego, CA | (858) 241-6735 | nahossain@ucsd.edu | LinkedIn

EDUCATION

University of California, San Diego | *Master of Science in Business Analytics*   **Jun 2025**
Coursework: Customer Analytics, Web Mining & Recommender Systems, Analyzing Unstructured Data, Experiments in Firms, Statistics

Kalinga Institute of Industrial Technology | *Bachelor of Engineering in Information Technology*   **Jun 2022**
Coursework: Data Analytics, Database Management Systems, Machine Learning, Software Engineering, Data Structures and Algorithms

SKILLS

Languages and Databases: SQL, PostgreSQL, MySQL, SQLite, NoSQL, Python, R, Snowflake
Tools and Frameworks: Tableau, Power BI, Microsoft Suite, AWS, Azure, Hadoop, Spark, Google Analytics, Alteryx, Splunk, Docker
Techniques: Statistical Testing [Hypothesis Testing, Chi-Squared, Parametric Statistical Testing, Regression analysis, ANOVA], Regression [Linear, XGBoost, Random Forest], Classification [Logistics, Decision Tree], Clustering, Sentiment Analysis, Text mining, Data Storytelling

EXPERIENCE

Market Research Analyst Fellowship | *Advector Solutions*   **Jan 2025 – Mar 2025**
- Conducting market positioning, marcom strategy development, and competitive analysis for AI-enabled warehouse optimization software system in supply chain management startup to attain enhanced market presence and data-driven business decisions

Lead Business Data Consultant | *Highradius Technologies*   **Jul 2023 – May 2024**
- Configured customer workflows by analyzing market and users' expectations for multiple enterprise accounts, implemented customized fintech software on AWS for Order-to-Cash automation process in digital transformation, reducing man-hour costs by 45%
- Processed raw customer data from ERP into meaningful query reports and dashboards, following exploratory data analysis using SQL, Excel and proprietary analytics platforms, reducing analysis turnaround time by 20% enabling faster, data-driven decision-making
- Designed workflows using ML models, led user journey and financial model discussions with V-suite stakeholders supported with clear documentation, increasing system adoption by 15%, assisting clients to streamline operations and reduce decision cycle time by 25%
- Interpreted B2B business requirements and translated those into actionable product recommendations by enabling the user-centric design and implementation of product solutions, driving $5M in annual revenue growth for a subscription-based model
- Facilitated UAT for stakeholders on new credit analytical solution features, effectively communicating the features' value, supporting clients to improve financial management, resulting in 35% increase in daily active users and 20% boost in feature adoption rate

Business Data Consultant | *Highradius Technologies*   **Jul 2022 – Jun 2023**
- Increased system throughput by 15% by collaborating with cross-functional teams following Agile methodologies, to resolve performance challenges with large datasets, resulting in faster data ingestion; awarded Highflyer for 2023 for spearheading key strategic initiatives
- Rolled out E2E SaaS solutions by integrating ERP datasets into MySQL, delivering AI-based models to predict order blocking and release recommendations, reducing blocked order resolution time by 30% to improve cash flow and operational efficiency
- Developed KPI metrics dashboards using SQL, Excel and Tableau, enabling trend analysis, reducing time-to-insight by 40%
- Improved team readiness by mentoring 150+ non-technical hires on SQL, SAP, Excel, and API integration, enhancing their technical skills and enabling smoother onboarding into project workflows

Techno-functional Consultant Intern | *Highradius Technologies*   **May 2021 – Jun 2022**
- Established API connection to get real-time data from third-party agencies; identified data risks and proactively communicated with stakeholders to ensure smooth project execution and data governance, reducing the risk of project delays by 25%
- Preprocessed data using ETL and Data Wrangler, model deployment using Python, Random Forest for predictive analysis
- Built End-to-end AI-driven Bill Management system prototype using ML techniques and Python, applying data analysis to refine inputs, and deploy models, enhancing financial planning with 90% accuracy in expense forecasting

PROJECTS

Insurance Policy Selection by Ontario Gateway | *Statistical Testing, Simulation*   **Nov 2024**
- Estimated the best insurance option for Ontario Gateway using Bayesian probability analysis and decision theory
- Validated initial recommendations using hypothesis testing and simulations, ensuring accurate and data-driven decision-making

Linkedin Job Recommendation System | *Text Mining, Python*   **Oct 2024**
- Performed EDA to address missing values, applying text cleaning techniques for stopwords, punctuations removal, and lowercasing
- Developed a TF-IDF-based similarity model for recommendations, enhanced with embedding-based similarity to improve accuracy

Prediction of Hit Songs on Spotify | *Regression, Python*   **Oct 2024**
- Scraped and analyzed a half-million dataset using Spotify API, identifying 20+ key audio features and top artists by country
- Applied linear regression to gain insights into user preferences, and understand trends across 50+ countries.

YouTube Trend Analysis | *Tableau, Tableau Prep Builder*   **Oct 2024**
- Analyzed 1M+ dataset, executing feature engineering, and data preprocessing to identify trends using Prep Builder
- Developed a YouTube-themed dashboard with charts and topography to visualize insights on three key predictors of content virality