NUR IZYAN BINTI KAMARUDIN

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SUMMARY

Experienced business analyst with a demonstrated history of working in the automotive industry, specializing in data analysis, strategic pricing, and performance optimization. Proven track record of initiating and implementing data-driven projects that enhance operational efficiency, customer engagement, and revenue growth. Proficient in data manipulation using Google Sheets, Python, and SQL, with a strong ability to collaborate effectively with cross-functional teams to achieve business objectives.

EDUCATION & TRAINING

Selangor Human Resource Development Centre, Malaysia
Data Science & Analytics for Industry 4.0 Training Certificate

University of Exeter, **United Kingdom**
Bachelor of Science with Honours in Economics

WORK EXPERIENCES

myTukar Sdn Bhd, **Business Analyst and Reporting** **November 2022 – Present**

- **Make Model Data Cleaning Project** - Enhanced data quality and integrity by analyzing and standardizing competitors' car make and model names using advanced QUERY, VLOOKUP, and FILTER formulas in Google Sheets. Achieved a 15% increase in AI pricing accuracy, a 15.6% rise in the quoted-to-car-in rate, and a 20% improvement in positive customer feedback, empowering pricing officers with data-driven price quotations.
- **Bidding Pricing Strategy Project** - Performed in-depth pricing analysis comparing auction start prices with quotations, driving the implementation of the Base Price + RM1K strategy. Achieved an 8% increase in listed-to-bidded rate, a 7% rise in bidded-to-awarded rate, and a 25% surge in total car-in units, demonstrating improved strategic pricing adjustments.
- **Booking Date Project** - Conducted a comprehensive inspection analysis to address higher rescheduling and unsuccessful inspection rates, collaborating with the development team, to propose and implement a one-week booking range on the website. Achieved a 5% increase in the ticket-to-inspection rate, along with reductions of 15% in rescheduling rate and 10% in unsuccessful inspection rate, demonstrating enhanced customer engagement, operational efficiency, and optimized resource allocation.

myTukar Sdn Bhd, **Data Admin and Reporting** **May 2022 – November 2022**

- **National Car Bidding Session Project** - Enhanced dealer engagement and bidding outcomes by analyzing bidding activities and dealer preferences among car brands, collaborating to introduce an additional national car session, which achieved an 8% increase in listed-to-bidded conversion rates and improved bid increments by 23%, resulting in a 7% rise in awarded rates by sellers over three months.
- **Performance Dashboard Project** - Initiated and designed interactive Google Sheets dashboards and working files utilizing QUERY, VLOOKUP, and data validation features, enhancing team leads' capability to monitor and optimize staff performance. This initiative led to a 6% increase in the contacted ticket to successful inspection rate and overall boosted team productivity through comprehensive training of team leads and telemarketers.

SKILLS

- Programming languages: Python, SQL
- Libraries: Numpy, Pandas, Seaborn, Matplotlib, Scikit-Learn
- IDE: Spyder, Jupyter Notebook, Google Colab, Tableau
- Other Tools: Microsoft Excel & Powerpoint, Google Sheets

TRAINING PROJECTS

- **Time Series Forecasting Stock Price** - Drafted a deep learning model LSTM network to predict the open stock price of Top Glove and scored an average error of only 0.08% during testing.
  Skills Involved: Time Series Data Analysis, Data Cleaning, Data Visualization, Code Modularization, Machine Learning.
- **Titanic Survival Prediction** - Extracted the best predictive machine learning model to predict titanic survival with accuracy score of 80.15%. by executing a machine learning pipe which automates the machine learning workflows and views comparison of the performance of different machine learning algorithms. Completed a Kaggle competition by deploying the machine learning model on given dataset and gained a score of 0.77751.
  Skills Involved: Data mining, Machine Learning Pipeline, Model deployment, App development.
- **Categorizing Media Articles** - Designed a Recurrent Neural Network (RNN) model to classify media articles into 5 categories (Sport, Tech, Business, Entertainment and Politics) and achieved 95% accuracy. Performed data preprocessing using tokenization for conversion of raw text into encoded representation prior sending to embedding layer.
  Skills Involved: Data cleaning, Code modularization, Supervised Deep learning, Basic Natural Language Processing (NLP).