

# SUMAIYYA FAREED

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## EDUCATION

### University of Michigan - Dearborn

Master of Science - Data Science | GPA: 3.8/4.0

Big Data, Pattern Recognition and Neural Networks, Deep Learning, Applied Regression Analysis

Dearborn, MI

April 2024

### Birla Institute of Technology & Science Pilani (BITS Pilani)

Bachelor of Engineering in Computer Science | GPA : 7.6/10

Dubai, UAE

June 2021

## SKILLS

**Programming Skills:** Python, R, SQL (MySQL, SQLite, PostgreSQL), C, C++, Java, ETL, SAS

**Libraries:** Pandas, NumPy, SciPy, Scikit-Learn, Matplotlib, Seaborn, TensorFlow, Keras, PyTorch

**Business Intelligence Tools:** Tableau, SharePoint, Power BI, Microsoft Excel, Google BigQuery, AWS- Quicksight, Databricks

**Technical Skills:** Predictive Analytics, Data mining, Data Visualization, Machine learning, Market Analysis, Customer Retention

**Certifications:** AWS Solutions Architect- Associate (SAA – C03)

## WORK EXPERIENCE

### GKN Automotive (GKN Driveline North America Inc.)

Auburn Hills, MI

Data Scientist – Knowledge based Engineering

Sept 2023 - Present

- Developed an ML model reducing testing errors by 10% and improving product features and postproduction analysis.
- Documented the modeling process, by creating a reusable template that reduced the time for future model development by **30%**.
- Developed & implemented ML algorithms to analyze large datasets, resulting in a **20%** improvement in data accuracy.

### Chalhoub Group

Dubai, UAE

Data Analyst - Customer Segment

Sept 2021 - Aug 2022

- Built forecasting models encompassing various environmental factors & customer experience regional differences, resulting in a **10%** increase in average customer lifetime value.
- Uncovered valuable insights into customer behavior through extract, analyze, and review of more than **1.2M** customer records in Group loyalty database, **collaborated with marketing and experiences(social)** team to achieve **15%** of their yearly target in the first quarter and **define marketing specific KPI's**.
- Filter and clean unstructured (or ambiguous) data into usable data sets that can be analyzed to extract insights and improve business processes, data servicing, data cleansing & QC with the help of Google Big Query.
- Analyzed customer segment data to develop insightful dashboards and reports - using AWS - Quick Sight, providing easily digestible information to **500+ staff**.
- Introduced advanced analytics techniques such as predictive modeling to improve customer segmentation & developed a risk control model with **97% accuracy** to understand customer behavior, traffic monitoring & identify purchasing pathways, reducing team workload by about **6%**.
- Post-campaign analysis and ROI calculation**, along with monitoring brand-wise KPIs, customer segmentation, and cohort analyses to identify key trends and optimize performance. Tracking and evaluating marketing campaign performance – customer retention

### Emirates Hospital Group

Dubai, UAE

Application Engineer Intern

Jan 2021 - Aug 2021

- Facilitated communication between functional & development teams, leading to completion of projects within timelines.
- Organizational protocols & identifying inefficient processes through gap & impact analysis, reducing teamwork by **10%**.

## ACADEMIC PROJECTS

### Feature based Recommendation system using Ecommerce Data | *University of Michigan*

- Using advanced machine learning and data analytics, our project enhances the eCommerce experience with personalized product recommendations based on comprehensive user behavior and product feature analysis.
- Built Recommendation system that would give out the top 5 recommendations to purchase based on item-item model.

### Prediction Analysis on rise in COVID-19 cases | *BITS Pilani*

- A Time-Series analysis of COVID-19 cases all over the world since the first recorded case. Machine learning algorithms like XGBoost, SVM, ARIMA, Polynomial Regression and Bayesian Ridge Regression were tested using data sourced by John Hopkins Covid-19 Statistics. Graphical Analysis used for predictions.

### Heart Disease prediction using Data mining methods | *BITS Pilani*

- Developing Graphical and evaluation parameter analysis using Python and applying methods (KNN, Naïve Bayes).