SUMAIYYA FAREED

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EDUCATION

University of Michigan - Dearborn — Dearborn, MI
Master of Science - Data Science | GPA: 3.8/4.0 — April 2024

Birla Institute of Technology & Science Pilani (BITS Pilani) — Dubai, UAE
Bachelor of Engineering in Computer Science | GPA : 7.6/10 — 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, People Analytics , 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

- Applied advanced data analysis techniques to improve product performance, **enhancing testing accuracy by 10%.** Developed scalable models that provided actionable insights, aiding in process improvement and strategic decision-making.
- Partnered with cross-functional teams to ensure alignment with evolving reporting requirements, contributing to business efficiency and data-driven decision-making.
- Developed & implemented **ML algorithms to analyze large datasets**, resulting in a **20% improvement** in data accuracy.
- Conducted in-dept product analysis and developed ML model to enhance the testing processes and provide insights for optimizing revolutions count.

Chalhoub Group — Dubai, UAE
Data Analyst - Customer Segment — Sept 2021 - Aug 2022

- Orchestrated the collection and analysis of **retail customer data**, providing insights into purchasing behavior, promotions, and product assortment to guide strategic marketing and sales initiatives.
- 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.
- Designed and developed dashboards **using AWS Quicksight** to deliver actionable insights to **over 500+ staff**. Collaborated with business teams to automate reporting processes and ensure data accuracy across customer segmentation reports.
- 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 and people analytics

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 | *Python & SQL*

- 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 | *Machine learning & Statistics*

- 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 | *Python & Data Mining*

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