

ANUM DAMANI

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EDUCATION

Master of Applied Statistics & Data Science

September 2023-June 2025

University of California, Los Angeles (UCLA)

- **Cumulative GPA:** 4.0/4.0
- **Coursework:** Survey of Methods in Modern Statistics, Applied Regression, Mathematical Statistics, Statistical Computing & Programming, Tools in Data Science, Data Management, Data Visualization
- **Activities:** Society of Women in Statistics, UCLA Statistics Club Mentor

Bachelor of Science | Major: Statistics & Data Science, Minor: Spatial Studies

Graduation Date: June 2022

University of California, Santa Barbara (UCSB)

- **Cumulative GPA:** 3.71/4.0 (*graduated with Honors distinction from UCSB College of Letters & Science*)
- **Awards:** Earned \$5,000 stipend award associated with NSF-funded Central Coast Data Science Partnership's (CCDSP) Fellowship
- **Coursework:** Statistical Machine Learning, Design & Analysis of Experiments, Time Series Analysis, Probability & Statistics, Advanced Linear Algebra, Object-Oriented Programming in Python, Geographic Information Systems & Science

DATA SCIENCE EXPERIENCE

Jr. Analyst, Analytics, Canvas Worldwide, Los Angeles, CA

January 2023-September 2023

- Developed advertising campaign pacing reports and ad-hoc deliverables to track key KPIs using Microsoft Excel, Campaign Manager 360, and Google Analytics, while collaborating with strategy team closely to ensure campaigns met client's expectations.
- Designed media measurement plans and performed post-campaign data analysis using Microsoft PowerPoint to address overall campaign performance, audience behavior, brand lift, and trends.
- Performed data management by contributing to a spreadsheet with over 2,000 rows of benchmark data using VLOOKUPs, and utilized Python to assist with the task of concatenating over 300 datasets.

Data Intern, National Center for Ecological Analysis and Synthesis (NCEAS), UCSB

April 2022-September 2022

- Documented and archived environmental data of numerous interdisciplinary research projects that were submitted to the National Science Foundation's Arctic Data Center, a data and software repository.
- Curated XML-formatted metadata in R using open-source packages (dataone, arcticdatautils, EML), edited data attributes using R Shiny app, and used Git for version control.
- Participated in collaborative data management by performing dataset peer reviews while paying close attention to detail to ensure high quality of submitted data and metadata.
- Communicated frequently with researchers about their dataset submissions, specifically regarding research methods, ethical research practices, and file formats.

Data Science Fellow, Central Coast Data Science Partnership (CCDSP), UCSB

September 2021-June 2022

- Constructed a multi-class fraud classification model using Natural Language Processing in Python to identify fraud activity based on HTML data with Carpe Data, an insurance technology company in Santa Barbara.
- Created an interim presentation and presented the information as the sole representative of my team to data science faculty and students during a visit to Cal Poly San Luis Obispo.
- Implemented several machine learning algorithms in Python such as decision trees, logistic regression, and support vector machine in different contexts while enrolled in a data science capstone course.

PROJECTS

Predicting Obesity Based on Habits & Risk Factors (Individual Project in Python)

February 2024-March 2024

- Cleaned and analyzed an obesity dataset with 15 features including gender, weight, age, smoker, and family obesity history.
- Implemented logistic regression and decision tree classifier models, evaluating model performance with multiple metrics, including accuracy, precision, and recall.
- Determined the decision tree classifier to be the strongest model, achieving a 97% prediction accuracy for obesity.

Predicting Body Mass of Antarctic Penguins (Group Project in R)

November 2023-December 2023

- Collaborated with 4 peers to determine whether body mass of Antarctic Penguins can be predicted from physical traits.
- Performed exploratory data analysis, and trained a logistic regression model with cross validation with 87% prediction accuracy.

SKILLS

Languages: English, Urdu, Hindi

Software/Programming Skills: Python (pandas, scikit-learn, matplotlib, plotly), R (ggplot2, tidyverse, caret, Shiny), SQL, Microsoft Excel (VLOOKUPs, Pivot Tables), Microsoft Office, Tableau, Git/GitHub, LaTeX, ArcGIS Pro, Google Analytics, Campaign Manager 360