

ASIYA SHAKEEL

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EXPERIENCE

Mar 2023 to present

Spring Board

New York, USA

Springboard Data Science Fellow

- Developed and implemented machine learning algorithms, statistical analysis, mathematical modeling and predictive modeling for predictive and prescriptive modeling, contributing to the innovation of data-driven strategies and solutions.
- Analyzed large datasets to uncover trends, patterns, and insights, translating complex findings into clear, actionable recommendations for stakeholders across the organization.
- Stayed current with industry trends and emerging technologies in data science, consistently integrating new methodologies and techniques to improve existing processes and drive innovation.

Project 1 : Predict the House Prices for Residential homes in Ames, Iowa

- Evaluated predictive models including Linear Regression, Random Forest Regressor, LGBM Regressor, XGB Regressor, Cross-Validated Predictions, and KNN Regression.
- Utilized the SHAP force plot visualization method, I identified the key features that enhance house value.
- Enhanced predictive accuracy by evaluating diverse regression models, including Lasso, Ridge, and ElasticNet, using techniques like Hyperparameter Tuning (GridSearchCV) and Random search (RandomizedSearchCV). This effort led to a substantial boost in accuracy, improving model performance by 11% compared to the baseline.

Project 2 : Time Series Analysis of NYC 311 Calls for Future Predictions Toward Smarter City Management

- Executed cutting-edge Time Series Analysis techniques, incorporating ARIMA, SARIMA, Prophet.
- Harnessed libraries like pandas, matplotlib, seaborn, and SciPy, in conjunction with Tableau, to skillfully visualize the attained results.
- Leveraged AutoML alongside ML JAR Models to expedite the machine learning pipeline, enhancing the precision of call volume predictions for optimized urban management strategies.
- Facilitated Accurate Prediction of NYC's 311 Call Volumes, Enhancing Resource Allocation and Planning Strategies.

Apr 2022 to Mar 2023

FedEx Logistics

New York, USA

Inside Sales Support Specialist

Job Descriptions

- Handled all inquiries related to quotes and confirmations for new Air and Ocean shipments.
- Facilitated seamless communication within the head office, local sales teams, account managers, trade partners, and operational teams to drive the attainment of sales targets, surpassing expectations and revenue goals.
- Proactively addressed customer issues, ensuring satisfaction, and aligning with revenue objectives.
- Provided outstanding customer service by demonstrating responsiveness, communication, initiative, creativity, and willingness to go the extra mile.

Sep 2007 to Dec 2022

EMIRATES AIRLINES

New York, USA

Senior Sales Support Assistant

Job Description

- Supervised queries from customers/travel agents about reservations, ticketing, and group travel fares.
- Utilized effective internal and external communication with both the head office and local sales teams, resulting in the achievement and surpassing of sales targets. Delivered exceptional customer service by providing information on new promotions and benefits. Supported the continuous upkeep of local pricing fare structures and effectively managed fare reviews for optimal pricing strategies.
- Conducted comprehensive orientation and training programs for new sales department employees, ensuring their seamless integration and swift productivity.
- Contributed to the continuous maintenance of local pricing fare structures and efficiently managed fare reviews for optimal pricing strategies.

Academic Qualification

Master's Degree in Applied Mathematics from **University of Karachi**

Skills

Data Science

Programming Languages: Python, SQL

Tools and Libraries: TensorFlow, PyTorch, scikit-learn, Pandas, NumPy, Matplotlib, Tableau

Data Analytics: Data gathering, data processing, end-to-end analysis and web scraping.

Personal Abilities

- Highly organized with excellent interpersonal, communication, and presentation skills
- Experienced Problem Solver, Committed to Quality, Ability to perform under Pressure, Talented Negotiator.
- Fast Learning Capability.
- Team Player.