



ASMA BEGUM

Data Scientist | Kone Elevators

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Location

Chennai, India

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PROFILE

Working in data analytics for 9 years with experience of managing and analysing critical KPI's report for stakeholders, creating data pipelines with complex business model, building Machine Learning and Deep Learning models

EXPERIENCE

Data Scientist, Kone Elevators, Chennai, India Jul 2021-Nov 2023

- Creating Data concept model for Finance to monitor Full chain profitability with other dimensions and KPI's built in **Spark**, extract the data source using API's to migrate to **Azure Delta lake** and do the ETL process
- Worked on Feature Importance model such **Random Forest, XG Boost** to identify the important characteristics of Elevator used to contribute Win/Lost tenders using CRM data in **Azure Data Bricks** and connect to Power BI reports to give top 20 important characteristics with **F1 score of 76%**
- Building and deploying Chat Bot using **Open AI's Chat GPT** model in **Azure services** for the Marketing services. This custom **LLM** ChatBot created from scratch by creating containers using **Docker**, tuning the **prompts**, uploading data in JSON formats
- Creating Reports and dashboards in **Power BI** for monitoring KPI's. Maintaining **QlikSense** apps owned by team for demos, training and deployments
- Working in Agile environment, as a **Scrum Master** managing daily Stand ups, Backlogs, Retros for the team

Business System Analyst, Sanmina Pvt Ltd — 2014-2021

- Built a model on customer demand forecasting to forecast 13 weeks demand based on history in **Google Colab** with **SMAPE 30%** error
- Build a Supervised model on Cancelling PO (or yes/no for raising PO for current week). This model helped in optimising inventory excess and obsolete in **python**

- Managing and Creating Dashboards for various supply chain department in **Google DataStudio** and **Microstrategy** to monitor critical metrics and update weekly
- Extracting Data using **SQL** from database for updating weekly reports and to provide data insights for ad-hoc request

CERTIFICATIONS

- **Post Graduate Program in Machine Learning and Artificial Intelligence** - *Great Lakes Institute and University of Texas*
- **Power BI Data Analyst Associate** - *Microsoft*

TOOLS & LANGUAGES

Altreyx, Python, Pandas, R, Spark, Tensorflow, SQL, Google Data studio, QlikSense, SAP & Oracle basic, Azure Data bricks, Azure Delta lake, MS Office, Docker, VS code, Bash, Powershell, cmd, AWS Sagemaker, AWS S3 and other Azure service

EDUCATION

Master of Science in Statistics, 2012 - 2014 - *Loyola College, Chennai, India*

Bachelor of Science in Mathematics, 2009-2012 - *MOP Vaishnav College, Chennai, India*

PERSONAL INFO

Passport number: V25552335

Marital Status: Married

Language : English, Tamil

Nationality: Indian

Availability: Immediate