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SUMMARY

I am a highly driven graduate in Actuarial Science and Mathematics with a strong passion for audience behavior across AM/FM, DAB+, and digital platforms. In this role, I collaborate with stakeholders to uncover insights using Python, Power BI, Excel, and VBA, contributing to data-driven decisions and strategies for the media industry.

I graduated with a degree in **Actuarial Science and Mathematics**, driven by a strong passion for **Data Science**. My career journey began as a **Statistician** at the Department of Statistics Malaysia, followed by an internship in the pricing department at Zurich. Additionally, I gained extensive experience as a **Data Processing Specialist** at NielsenIQ, where I developed expertise in managing and processing large datasets.

With a deep ambition to become a leading professional in **Data Science**, I am actively working toward certification in data analytics and IT to enhance my technical skills. My goal is to continue applying my knowledge and capabilities in **Data Science** to solve complex challenges, uncover insights, and improve business performance through advanced analytics and automation techniques.

EDUCATION

Master of Science in Applied Mathematics Mar 2021-Feb 2022
Universiti Teknologi MARA (UiTM) Shah Alam

Bachelor of Science (Hons.) Actuarial Science Mar 2018-Aug 2020
Universiti Teknologi MARA (UiTM) Shah Alam

Diploma in Actuarial Science Sep 2016-Jan 2018
Universiti Teknologi MARA (UiTM) Tapah

SKILLS

Programming Language
Python, SQL, C++, Azure ML, MySQL

Automation
Selenium, Power Automate, UiPath

Visualisation
Power BI, Tableau, Seaborn

Excel
VBA, Pivot Table, Power Query

Cloud
Google Cloud Platform, Microsoft Azure, Amazon Web Services (AWS)

Analysis Tool
SAS-Eminer, Eviews12

PROFESSIONAL EXPERIENCE

GfK - An NIQ Company Feb 2025 – Current
Data Analyst
AU & NZ Media Measurement | Bandar Sunway

- Lead data analysis for radio audience measurement across AM/FM, DAB+, and digital platforms in Australia and New Zealand.
- Analyze multi-source data (online/paper/phone e•diaries and wearable PPM tracking) to uncover listener behavior trends and ensure respondent representation.
- Integrate self-reported and passive data sources to complement each other, improving data accuracy and insight reliability.
- Deliver key audience metrics (reach, Time Spent Listening, ratings) through Python, Power BI, Excel, and VBA dashboards and reports for stakeholders.
- Collaborate with internal teams and external stakeholders—including third-party vendors—to coordinate data collection, validate survey completions, benchmark results, and ensure seamless project execution.
- Take ownership of data quality, reporting, and delivery, maintaining high standards of accuracy and reliability across all outputs.
- Segment audiences by region, age, ethnicity, and lifestyle to support strategic targeting.
- Enhance and streamline processes by developing tools and methodologies to improve efficiency and scalability.
- Manage online sampling activation, quotas, and monitoring to ensure balanced and high-performing respondent panels.
- Document workflows and procedures to ensure consistency, knowledge sharing, and long-term scalability.

NielsenIQ Nov 2022 – Jan 2025
Data Processing Specialist
Global Retailer Front End (GRFE) | Bandar Sunway

- Led the ETL (Extract, Transform, Load) processes for large and diverse datasets from various retailers, including transaction details, barcodes, and pricing information, utilising big data technologies with GRFE.
- Engineered robust ETL pipelines to aggregate individual items and compute comprehensive metrics, such as quantities and total prices for each product.
- Developed and optimised data workflows to facilitate seamless data transfer to validation teams for trend analysis and anomaly detection using big data frameworks.
- Created and deployed automation scripts to streamline data processing tasks, enhancing efficiency and accuracy.
- Served as the primary technical liaison for commercial inquiries, providing data-driven solutions and collaborating with Client Liaison and Commercial teams to resolve issues.
- Utilised advanced analytical skills to identify, investigate, and resolve data integrity, process, or product-related issues within large-scale datasets.
- Managed and executed complex daily ETL tasks, ensuring adherence to departmental and organisational schedules.
- Conducted detailed analyses to identify gaps and opportunities for improvement in data validation and processing environments, enhancing the Consumer Information Platform (CIP).

- Provided precise and timely feedback to country teams, ensuring compliance with Standard Operating Procedures (SOP) and promoting best practices.
- Collaborated closely with Operations and Enablement teams to ensure client requirements are met and satisfaction is achieved through efficient big data solutions.

Department Statistics Malaysia (DOSM) Apr 2022 – Nov 2022
Personal MyStep Gred E41
Majlis Perlindungan Sosial Malaysia (MySPC) | Putrajaya

- Spearheaded the preparation of documentation for the implementation of the Income, Household Expenditure, and Basic Facilities Survey (HIES/BA) 2022.
- Conducted meticulous cross-checks of income data and basic facilities monthly, adhering to the predefined state distribution parameters.
- Addressed data requests pertaining to household income with precision and efficiency.
- Compiled and updated social and economic indicators based on subjects and selected states as per the specified distribution criteria.
- Organised variables and crafted layout records to meet the requirements of StatsDW Development Phase II.
- Produced statistical tabulations and developed informative HIES infographics.
- Contributed to the creation of materials and input information for the publicity efforts related to HIES 2022.
- Played a pivotal role in the coordination and management of technical meetings for the drivers of the 2022 Household Income and Expenditure Survey/Basic Facilities.
- Expertly cleansed raw data from various ministries and agencies, ensuring accuracy and reliability in the information processing pipeline.

One Diversity Sdn. Bhd Aug 2020 – Dec 2020
Technician
Research & Development Department | Cyberjaya

- Played a pivotal role in the manufacturing process of specialised thermometers designed for mosques across the state.
- Contributed to the installation of small-scale electronics onto Printed Circuit Board (PCB) components, ensuring the seamless functionality and reliability of infrared thermometers.
- Engaged in the meticulous calibration of infrared thermometers using advanced tools such as Arduino, guaranteeing precise and consistent temperature readings.
- Conducted detailed calibration of laboratory equipment, including fume hoods and various other apparatuses, to maintain a high standard of accuracy and reliability in laboratory settings.
- Actively participated in brainstorming sessions, collaborative discussions, and ideation processes within the R&D Department, contributing valuable insights to the team's research goals.
- Developed a comprehensive understanding of the intricate interplay between theoretical concepts and practical application within the realm of research and development.
- Demonstrated commitment to excellence, keen attention to detail, and a proactive approach to technological innovation throughout the tenure in the Research & Development Department.

- Enthusiastically looking forward to leveraging this experience to contribute to future R&D endeavours and drive advancements in technology for the betterment of society.

Zurich Insurance & Takaful Feb 2020 - Aug 2020
Operated User Acceptance Testing (UAT) process on takaful products
Internship under Pricing Department | KL Eco City

- Acquired a nuanced understanding of various conventional insurance products through hands-on exposure during the internship, facilitating a comprehensive grasp of industry nuances and practices.
- Played a pivotal role in the quality assurance process by conducting extensive User Acceptance Testing (UAT) on a takaful product. Engaged in the creation of multiple simulations to assess the product's robustness, ensuring it could sustain viability over an extended period. This involvement not only honed my analytical skills but also contributed to the refinement of the product for optimal market performance.
- Demonstrated a keen attention to detail by actively participating in the identification and rectification of rounding errors within pricing calculations. This task required a meticulous approach to enhance the precision and accuracy of financial models, emphasising the importance of rigorous scrutiny in insurance product development.
- Contributed significantly to the technological aspect of the internship by assisting in the preparation and evaluation of mobile applications slated for release on major platforms such as the AppStore and Play Store. This involvement highlighted my commitment to staying at the forefront of technological advancements in the insurance industry, ensuring seamless user experiences for policyholders.
- Actively participated in assessing the future profitability of existing products, employing a strategic approach by conducting simulations with diverse assumptions and probability factors. This process not only enhanced my financial modelling skills but also provided valuable insights into the intricate interplay of factors influencing product performance over time.
- Engaged in a comprehensive learning experience regarding Zurich's premium determination methodology. Delved into the intricacies of the calculation methods employed, further enriching my understanding of how premiums are determined and charged to insured individuals. This exposure underscored the importance of precision in pricing strategies for insurance products.

PROJECTS

Project: **Standardisation of GRFE Setup for compliance (HARMONISATION)**
Duration: Dec 2023 – Current

In response to the imperative need for uniformity and compliance within global operations, I spearheaded an initiative to standardise the setup within the Global Retailer Front End (GRFE) team, ensuring all countries adhere to Standard Operating Procedures (SOP) and compliance requirements. The project, executed between December 2023 and January 2024, aimed to create a cohesive and compliant framework that all countries could follow, enhancing overall efficiency and regulatory adherence.

- **Assessment of Current Processes:**
  - Conducted a thorough assessment of existing processes and setups within the GRFE team across different countries to identify discrepancies and areas needing standardisation.
- **Development of Standard Operating Procedures (SOP):**
  - Collaborated with key stakeholders to develop comprehensive SOPs that align with global compliance requirements. This included detailed guidelines for daily operations, data handling, and reporting.
- **Implementation of Compliance Framework:**
  - Established a robust compliance framework to ensure all countries adhere to regulatory standards. This involved creating standardised checklists, audit trails, and compliance reporting mechanisms.
- **Training and Knowledge Transfer:**
  - Organised extensive training sessions for GRFE team members across various countries to ensure a thorough understanding of the new SOPs and compliance requirements. Provided resources and support to facilitate smooth adoption.
- **Monitoring and Continuous Improvement:**
  - Implemented a system for continuous monitoring and feedback to ensure the effectiveness of the standardised setup. Regularly reviewed processes and made necessary adjustments based on feedback and regulatory changes.
- **Work Stream Coordination:**
  - Gathered and coordinated all related work streams to ensure a seamless transition once the project went live. This involved meticulous planning and collaboration to preemptively address potential issues and ensure a smooth implementation without any hiccups.

Outcome: This project stands as a testament to my ability to lead global standardisation efforts within the GRFE team. By establishing uniform SOPs and a comprehensive compliance framework, I facilitated a cohesive and compliant operational environment across all countries. The project's success is reflected in the enhanced consistency, efficiency, and regulatory adherence within the GRFE team, ensuring that all countries can confidently follow standardised procedures and meet compliance requirements. The meticulous coordination of work streams further ensured a smooth go-live transition, exemplifying strategic project management and execution.

Project: **Retailer Notification Automation for Pending Data**
Duration: Dec 2023 – Jan 2024

In response to the imperative need for efficiency enhancement within daily operations, I spearheaded an automation initiative focused on sending timely and automated notifications to retailers when data remained pending on their end. The project, executed between December 2023 and January 2024, addressed the intricacies of accommodating individual timing preferences for each retailer's data query, providing a customised and streamlined approach. The project's central management leveraged VisualCron as the primary tool for orchestrating this automation endeavour.

1. **VisualCron Configuration:**
   - Employed VisualCron to meticulously set up individual jobs tailored to each retailer, establishing a systematic framework for the management of the entire automation process.
2. **Dynamic Filename Identification:**
   - Configured each job with the capability to dynamically identify filename patterns, enabling the system to discern when a specific file was missing based on the predetermined timing set for each retailer.
3. **Automated Email Triggers:**
   -Integrated sophisticated automated email triggers within the VisualCron environment, ensuring that retailers received prompt notifications when designated files were not received within the stipulated time frame.
4. **Testing and Validation:**
   -Executed comprehensive testing procedures to validate the effectiveness and accuracy of the entire automation process.
   -Collaborated closely with the Retailer Engagement (RE) team during the testing phase, actively incorporating their feedback to refine and optimise the system for a seamless transition to the live environment.
5. **Efficiency and Task Simplification:**
   - Successfully alleviated the workload for the Retailer Engagement team by automating the process of querying pending data. This strategic automation eliminated the need for manual checks at various layers of the file path, resulting in significant time savings and task simplification.
   - Enhanced overall efficiency within the GRFE team by freeing up valuable resources, enabling them to redirect efforts towards other critical daily tasks.

Outcome: This project stands as a testament to my proficiency in utilising VisualCron for the orchestration of complex task automation. The systematic approach implemented in managing individual retailer processes not only streamlined operations within the Retailer Engagement team but also contributed to an overarching enhancement in operational efficiency within the GRFE team. The project's success lies in its ability to tailor automation to individual retailer needs, thereby exemplifying a strategic and adaptive approach to process optimization.

Project: **Load SIRPAIR for Output Team Handling in Pacific Countries**
Duration: Jun 2023 – July 2023

In this project, I managed the intricate task of loading SIRPAIR files for the Output Team, focusing on Pacific countries, specifically Australia and New Zealand, each comprising 20 retailers. The challenge involved handling raw data files from these retailers, which arrived in various formats. The objective was to process and clean these diverse data sets through the GRFE system, ultimately generating SIRPAIR output files.

Key Components of the Project:

- **Data Handling and Cleaning:**
  - Coordinated the reception of raw data files from 20 retailers in Australia and New Zealand, managing the inherent diversity in file formats.
- **GRFE System Integration:**
  - Implemented a streamlined process through the GRFE system to clean the data and generate SIRPAIR output files.
- **Output Delivery to IV Team:**
  - Ensured timely delivery of SIRPAIR output files to the Input Validation (IV) team, facilitating their validation processes.
- **Coordination with Other Teams:**
  - Collaborated with external teams outside the GRFE system to fulfil specific requests, showcasing adaptability and cross-functional communication.
- **Technological Implementation:**
  - Utilised Python for scripting and VisualCron for task scheduling, optimising the automation of file transfers.
- **Path Identification and Timing Optimization:**
  - Implemented a systematic approach to identify the output path for all generated files, ensuring efficient and accurate delivery.
  - Set file transfer times dynamically based on the arrival of files, eliminating the need for rigid schedules, and minimising wait times.
- **Utilisation of ChatGPT:**
  - Employed ChatGPT to simplify my code and ensure adherence to best practices, enhancing the robustness and maintainability of the automated solutions.

Outcome: This project highlighted my ability to navigate complex data processing tasks in a multi-country context. Leveraging Python and Visual Cron, I successfully automated the transfer of cleaned data to the Output Team, ensuring seamless collaboration and timely delivery of SIRPAIR files. This experience underscores my proficiency in technology implementation, process optimization, and effective project management.

Project: **Weather Data Automation Project**
Duration: Mac 2023 – June 2023

I led a pivotal project focused on efficiently managing and utilising weekly weather data for various regions in Australia, including Tasmania, South Australia, Queensland, Victoria, Western Australia, New South Wales, and the Northern Territory.

Key Components of the Project:

- **Data Handling and Cleaning:**
  - Oversaw the reception of raw data files from 20 retailers across Australia and New Zealand, managing diverse file formats efficiently.
- **GRFE System Integration:**
  - Executed a streamlined process within the Global Retailer Front End (GRFE) system, ensuring effective data cleaning and the generation of SIRPAIR output files.
- **Output Delivery to IV Team:**
  - Ensured the timely delivery of SIRPAIR output files to the Input Validation (IV) team, facilitating their validation processes and contributing to a seamless workflow.
- **Coordination with Other Teams:**
  - Collaborated with external teams beyond the GRFE system to fulfil specific requests, showcasing adaptability and effective cross-functional communication.
- **Technological Implementation:**
  - Leveraged Python for scripting and VisualCron for task scheduling, optimising the automation of file transfers and enhancing overall efficiency.
- **Path Identification and Timing Optimization:**
  - Implemented a systematic approach to identify the output path for all generated files, ensuring a structured and accurate delivery process.
- **Dynamic File Transfer Times:**
  - Set up dynamic file transfer times based on the arrival of files, eliminating the need for rigid schedules. This adaptive approach minimised wait times and increased operational flexibility.

Outcome: This comprehensive breakdown outlines the key components of the project, emphasising effective data management, system integration, collaborative efforts, and the strategic use of technology. The project's success was grounded in the systematic handling of data, seamless integration with the GRFE system, and the implementation of flexible and dynamic processes for optimal efficiency.

Project: **Automated Extraction of Key Performance Indicator (KPI) Reports from GRFE System for Input Validation (IV) Team**
Duration: Feb 2023 – May 2023

In the context of this project, I took the lead in developing a robust automation solution for the systematic retrieval of KPI reports from the GRFE system, a mission-critical task for the Input Validation (IV) team. The overarching goal was to enhance operational efficiency by automating repetitive tasks, and this was achieved through the implementation of a Python script leveraging the Selenium library. The script orchestrates a series of intricate steps to facilitate a seamless workflow for the IV team.

Key Components of the Project:

1. **Authentication**:
   - Securely logging into the GRFE system using designated credentials specific to the relevant country forms the initial step of the process.
2. **Configuration**:
   - Following successful authentication, the script dynamically configures the system settings by selecting the most recent year and week, aligning with specific reporting requirements.
3. **File Download**:
   - The script automates interactions with the system, initiating the download of the KPI report in CSV (Comma-Separated Values) format by clicking the required button.
4. **Retailer Isolation**:
   - Incorporating functionality for isolating KPI reports specific to various retailers, the script enhances the granularity and specificity of data for each retailer, streamlining the validation process for the IV team.
5. **File Transfer**:
   - As a crucial step, the script automates the secure transfer of the downloaded file to a predefined shared path. Leveraging FTP (File Transfer Protocol) server capabilities, this ensures the efficient and reliable transmission of data, facilitating seamless collaboration and accessibility for the IV team.

This project reflects my proficiency in employing advanced technologies, specifically **Python** and **Selenium**, to address intricate automation challenges. The solutions implemented not only demonstrate technical acumen but also highlight strategic adaptability in handling the nuances of automating key processes in a mission-critical environment.

Outcome: This automated solution not only eliminates the need for manual intervention in the KPI report extraction process but also significantly contributes to the IV team's validation efforts. By providing organised and easily accessible KPI reports for multiple retailers, the automated system exemplifies a sophisticated approach to data extraction and workflow optimization, ensuring a seamless and efficient operation.

Project: **Data Quality Check and Cleaning Automation**
Duration: Mac 2022 – Nov 2022

In response to the diverse and voluminous raw data received from various government agencies, including TNB, JAKOA, PUSPANITA, and others, I orchestrated a comprehensive Data Quality Check and Cleaning Automation project. This initiative, executed through the adept use of Python and Excel, aimed at ensuring the reliability and accuracy of datasets while handling the intricacies associated with data received from multiple sources.

Key Achievements and Responsibilities:

1. **Data Acquisition from Government Agencies:**
   - Oversaw the ingestion of raw data files from prominent government agencies such as TNB, JAKOA, PUSPANITA, and others, managing the diversity and complexity inherent in datasets from different sources.

2. **Data Quality Check:**
   - Implemented automated data quality checks using Python scripts to systematically identify and rectify inconsistencies, outliers, and missing values within the raw datasets.
   - Established protocols to address agency specific nuances, ensuring a harmonised approach to data quality across all sources.

3. **Concatenation of Multiple Files:**
   - Developed a solution to concatenate data from multiple government agencies, enabling a unified and integrated dataset for analysis.
   - Ensured compatibility between disparate datasets through the standardisation of formats, contributing to a cohesive and comprehensive dataset.

4. **Data Cleaning:**
   - Utilised Python and Excel tools to execute meticulous data cleaning processes, addressing challenges specific to each agency's data structure.
   - Implemented data transformation techniques to enhance the overall quality and usability of the datasets, considering the unique characteristics of each source.

5. **Data Validation:**
   - Established and enforced data validation protocols tailored to each government agency, verifying the accuracy and reliability of cleaned datasets against agency-specific standards.
   - Conducted thorough checks to ensure that data adhered to predefined rules, maintaining the integrity of information received from diverse sources.

6. **Automation and Efficiency:**
   - Automated the entire data quality check and cleaning process, acknowledging the varied requirements of each agency and reducing manual intervention.
   - Designed Excel macros to streamline agency-specific data validation and cleaning tasks, enhancing efficiency in handling large volumes of data.

7. **Documentation and Reporting:**
   - Maintained detailed documentation outlining the specific challenges and solutions encountered in handling raw data from different government agencies.
   - Generated comprehensive reports highlighting improvements in data quality metrics and the impact on subsequent analyses, providing transparent insights for stakeholders.

Utilising a diverse set of technologies, including **Notepad++, Python, Excel, and Outlook**, this project highlights my adeptness in navigating and harmonising data from various government sources. The implementation of these technologies not only demonstrates technical proficiency but also showcases strategic adaptability in addressing agency-specific intricacies. The solutions put in place ensure that the organisation's data assets consistently adhere to high standards of accuracy, reliability, and usability, overcoming the inherent challenges associated with government datasets.

Outcome: The project's overarching goal was to minimise human error and enhance productivity in data deliveries. Through the strategic use of technology, manual intervention was significantly reduced, ensuring a more efficient and error-free operation in handling diverse government datasets. This approach not only demonstrates technical prowess but also underscores a forward-thinking strategy in optimising data processes for improved organisational outcomes.

Project: **Enhanced Address Geocoding**
Duration: Apr 2022 – June 2022

In response to the operational challenges faced by the department, particularly in handling a multitude of addresses, a comprehensive solution was proposed and implemented under my leadership.

Challenges:

The department had been relying on manual efforts, utilising Google Sheets alongside a third-party extension called Geocode to extract coordinates from addresses. However, this method had inherent limitations, allowing only 1000 coordinates to be obtained within a 24-hour period. Recognizing the need for a more scalable and efficient solution, the department explored alternative approaches.

Proposed Solution:

To address the challenges posed by the existing method, I spearheaded the introduction of a project leveraging the Google Cloud Platform Console (GCP) API and Python scripting. This innovative solution aimed to streamline the extraction process, significantly increasing the daily output of obtained coordinates.

Key Features and Improvements:

1. **API Integration:**
   - The project incorporated the Google Maps API from the Google Cloud Platform Console, providing a more robust and scalable solution compared to the previously employed Geocode extension.
2. **Python Scripting**
   - Utilising Python scripting, the extraction process was automated, enabling swift and efficient retrieval of coordinates for the extensive list of addresses.
3. **Enhanced Throughput:**
   - With the new system in place, the project achieved an impressive milestone, exponentially increasing the daily extraction capacity to 300,000 coordinates. This marked a substantial improvement over the previous limitations.
4. **Elimination of Manual Accounts**
   - The reliance on creating multiple Google accounts to overcome limitations was eliminated, ensuring a more streamlined and ethical approach to obtaining coordinates.

Outcome: The successful implementation of this project resulted in a paradigm shift, significantly enhancing the department's ability to handle a vast volume of addresses. The optimised extraction process not only adhered to limitations but also surpassed them, fostering a more efficient and scalable workflow. This initiative underscores my commitment to leveraging innovative solutions to address operational challenges, demonstrating strategic thinking and technical proficiency in implementing impactful projects.

Project: **Cryptocurrency Price Forecasting**
Duration: Sep 2022 – Feb 2023

In response to the dynamic nature of cryptocurrency markets, I conducted a comprehensive analysis on forecasting Bitcoin prices, blending traditional and advanced methodologies. Executed in March 2022, this project aimed to enhance predictive accuracy in the volatile cryptocurrency landscape.

1. **Volatility Estimation:**
   - Employed statistical tools such as EViews12 and SPSS to analyse and estimate volatility in Bitcoin prices.
2. **Geometric Brownian Motion Model:**
   - Implemented the Geometric Brownian Motion model using Excel, projecting future Bitcoin prices based on historical data.

3. **Hybridization with Artificial Neural Network (ANN):**
   - Developed hybrid forecasting models by integrating Artificial Neural Network (ANN) algorithms with traditional forecasting methods

Technologies Used: EViews12, SPSS, Excel

Project: **Thermometer Calibration**
Duration: Sep 2020 - Dec 2020

I undertook the responsibility of calibrating thermometers, ensuring their accurate functionality in assessing individuals' temperatures before entering premises. This calibration process, executed in the laboratory, was conducted using Arduino language to guarantee quality control and precise temperature readings.

1. **Arduino Calibration Process:**
   - Developed and implemented a calibration process in Arduino language, ensuring the accuracy and reliability of each thermometer produced.
   - This meticulous calibration aimed to uphold quality standards and align the thermometers with predefined temperature readings.

2. **Dynamic Arduino Script Modification:**
   - Adapted the Arduino script dynamically according to the specific temperature readings set for each individual thermometer.
   - This customization allowed for flexibility in accommodating diverse temperature requirements across different scenarios.

Technologies Used: Arduino, C++

Project: **Cryptocurrency Risk Assessment**
Duration: Feb 2020 – Aug 2020

In pursuit of understanding the risk and expected return associated with cryptocurrencies, this project, conducted in September 2020, utilised various tools to assess and quantify risks in cryptocurrencies such as Bitcoin, XRP, and Ethereum.

1. **Valuing-at-risk (VAR) using Historical Simulation:**
   - Utilised Excel for Valuing-at-risk (VAR) analysis, employing the Historical Simulation method on multiple cryptocurrencies.

2. **GARCH Model for Volatility Estimation:**
   - Employed EViews12 to determine cryptocurrency volatility through the GARCH model.

3. **Artificial Neural Network (ANN) for Volatility Estimation:**
   - Utilised SAS E-Miner to estimate cryptocurrency volatility using Artificial Neural Network (ANN) models.

Technologies Used: EViews12, Excel, SAS E-Miner

CERTIFICATES/INVOLVEMENTS

Kaggle May 2024
Intro to Programming
Python
Pandas
Intro to SQL

LinkedIn Jan 2024
Artificial Intelligence Foundations: Machine Learning
Data-Driven Decision-Making for Business Professionals
Excel: Macros in Depth (365/2019)
Introducing Robotic Process Automation
Learning VBA in Excel (2019)
Statistics Foundations 1: The Basics
UiPath: Robotic Process Automation (RPA)
Visual Storytelling in PowerPoint

Microsoft Aug 2023
AZ-900 Microsoft Azure Fundamentals
DP-900 Microsoft Azure Data Fundamentals
MO-200: Microsoft Excel (Office 2019)

Iverson July 2023
KPT-CAP Data Scientist Role

The Center of Applied Data Science (CADS)
Dec 2022
Data Star Program Junior Data Scientist

NielsenIQ Nov 2022
CIP Overview: Introduction to SIRVAL
CIP Overview: CIP End-to-End
CIP Overview: Introduction To MADRAS

Coursera
Foundations: Data, Data, Everywhere Mar 2022
Ask Questions to Make Data-Driven Decisions Apr 2022