FARAH FAROUK

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Information systems engineer with two years of experience in supply chain and **business analytics**. Passionate about **artificial intelligence** and **machine learning**, which I share by **writing articles for Data Driven Investor**, by **sharing and reviewing code on GitHub**, and by **competing in data competitions on Kaggle**. Proficient in **data mining** and **supervised learning**, which I seek to utilize in the domains of data science and business intelligence, to help **make better business decisions**, **solve real-world problems** and achieve company targets.

EDUCATION

✓ **Master of Science in Information Systems and Decision Sciences**
   Concentration in Business Analytics   Jun 2018 – May 2019
   California State University at Fullerton, Fullerton, CA

✓ **Postbaccalaureate Degree in Computer Systems and Applications Programming**   Sep 2016 – Mar 2018
   University of California, Los Angeles, CA

✓ **Bachelor of Arts in International Relations**
   Thematic specialization in International Trade and Regional specialization in East Asia   Aug 2011 – Aug 2015
   American University, Washington D.C.

STRENGTHS AND EXPERTISE

Strengths: Advanced Forecasting, Machine Learning, Communication, Sales Pitching, Technical Consulting.
Software/Languages: SPSS, Tableau, Power BI, Alteryx, VBA, MS Excel, JAVA, R, Python, SQL, MySQL, Spark, Hadoop, Git.
Certifications: DataCamp Advanced in R, Alteryx Designer Core, Amazon Web Services (in progress).
Awards: Second Place and Third Place Champion at So You Think You Can Sell and at the Sales Games competitions.
Spoken and Written Languages: English, French, Arabic, Korean.

TECHNICAL PROJECTS

Measuring Happiness of Students: A Machine Learning Perspective   Jan 2019 – May 2019
   Areas of Interest: Sampling, Machine Learning, Prediction

- Collected primary data from students using a survey powered by Qualtrics, extracted data and pre-processed it using R.
- Transformed data into a DTM (Document Term Matrix) to apply k-NN (k-Nearest Neighbor), SVM (Support Vector Machine) and classification tree machine learning algorithms using R, to group and predict the happiness of students.

Titan Beer Inventory Purchase and Transportation Proposal   Sep 2018 – Nov 2018
   Areas of Interest: Forecasting, Error Testing, Network Modeling, Optimization

- Pre-processed and analyzed 50 months of sales data using R to identify trend, seasonality, event and cycle effects.
- Designed a forecasting model with low MAPE and RMSE values (exponential smoothing), and forecasted the next 12 months' sales to create an inventory purchase proposal to advise the company's management.
- Created an optimized network model to identify the shortest and the lowest-cost routes to maximize the flow of inventory from the supply nodes (supplier, warehouse) to the demand nodes (warehouse, stores).

The Queen Anne Curiosity Shop Database Design and Management   Aug 2018 – Oct 2018
   Areas of Interest: Database Design, Database Administration, ETL

- Designed and updated an ERD (Entity-Relationship Diagram) for the shop on Visio containing 55 tables and over 1000 entities.
- Built a database on Visual Studio using SQL queries while ensuring data integrity and ACID properties compliance.

EXPERIENCE

Operations Supervisor   Sep 2016 – Aug 2017
SG Holding Group LTD (SG SAGAWA USA), Gardena, CA

- Operated 6 freight consolidations per week to Japan from California to cut shipping costs and to reduce transit time.
- Managed the reporting environment for all air and ocean imports and exports to East Asia using CargoWise and Excel, and capitalized on supply chain opportunities through visibility and control.

Ocean Export Analyst   Oct 2015 – Sep 2016
Kintetsu World Express USA, Rancho Dominguez, CA

- Received, reviewed, and processed all export documentation (Ocean Bills of Lading, Insurance Certificates, Certificates of Origin, etc.) for an assigned base of accounts, including KWE's top account Shin-Etsu Handotai Group.
- Provided prompt customer service by informing clients of the status of their freight, and by issuing detailed statistical transit reports and dashboards using Excel to improve customer experience and to identify any irregularities or delays in shipments.