



FATHIMA SHAIKH

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EDUCATION

University of California, Los Angeles (UCLA) | Los Angeles, CA

Expected June 2025

Bachelor of Science, Statistics and Data Science

- **Relevant Coursework:** Statistical Modeling in R, Machine Learning Models, Data & Text Mining, Data Visualization, Econometrics, Linear Algebra, Micro/Macroeconomic Theory, Probability & Statistics, Calculus I/II/III

Thammasat University | Bangkok, Thailand | Semester Abroad

Aug. - Dec. 2023

DATA ANALYTICS EXPERIENCE

General Motors | *Digital Skills Enablement Intern* | Detroit, MI

Jun. - Aug. 2024

- Engineered a Power BI dashboard for employees to directly access/manage the 5,000+ unorganized tasks on file
- Leveraged the Power Query advanced editor tool to create custom functions and edit existing queries
- Analyzed 21 technical project applications by employees to recommend for training program admittance
- Coordinated with a team of 4 to design an accelerator program teaching employees to save 10,000+ total hours
- Collaborated with 3 interns and sought advice from 4 departments to develop an electric vehicle sales enhancement strategy, calculating costs & revenues over 10 years, and presented insights to senior leadership

ASEAN Center for Social Work and Welfare | *Data Analyst Intern* | Bangkok, Thailand

Aug. - Dec. 2023

- Surveyed 150+ employees and analyzed results in R to find trends related to worker fatigue
- Discussed with authors of similar research to combine ideas and draft potential solutions related to my topic
- Presented findings to 10 stakeholders, leading to work and training policy updates

PROFESSIONAL EXPERIENCE

PTO Marketing Co. | *Sales and Marketing Intern* | NYC

Jun. - Aug. 2023

- Analyzed and recorded customer behaviors with on-the-field notes, resulting in a hit rate of 45% after 4 weeks
- Promoted to a pre-management level by teaching others and applying DTC sales & marketing techniques

Launch Pop, LLC | *Product Management Intern* | Remote

Jul. - Sept. 2022

- Co-led a brand strategy presentation using market research and critical analysis, refining client target audience
- Conducted workshops to train 5 fellow interns on data collection, analysis, and summarization using Excel
- Increased team efficiency by 50% in driving analytics, through regular, focused training sessions

UCLA Southern Regional Library | *Library Assistant* | Los Angeles, CA

Feb - Jun. 2023 & Jan. - Apr. 2024

- Coordinated and distributed materials to schools worldwide, reshelfed books, and trained others on tasks
- Managed tasks efficiently while remaining responsive to in-person requests, utilizing strong prioritization

DATA SCIENCE PROJECTS

Exploratory Data Analysis and Visualization

Nov. 2024

- Collaborated with a team of 6 to transform and draw insights from 10+ years of unorganized drone strike data
- Developed an imputation method in R to clean and process the dataset, uncovering patterns in strike locations
- Automated data extraction from Excel into JSON format to integrate the data and reveal color-coded maps
- Created a virtual poster using Quarto and included summaries of results, significance tests results, and graphs

Prediction with Random Forests

Dec. 2024

- Evaluated PCR, PLS, Ridge Regression, and Random Forests models in R to identify factors influencing obesity
- Utilized training and testing data sets to ensure accurate and unbiased prediction results

SKILLS AND INTERESTS

- **Program Skills:** Analytics (R, Microsoft Suite, Power BI, SQL, KNIME, Tableau, Python (Familiar)), Product Marketing (A/B Testing, KPI's, User Personas), Sales (DTC, Sales Funnel), Website development (Quarto)
- **Personal Achievements:** Traveled across Southeast Asia, trekked in Peru and reached a elevation of 15,000 ft, drove with a friend & explored Tennessee to LA in 10 days, hiked 3 National Parks with the Backpacking Club