FATIMA IQBAL

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🔗 LinkedIn | 💻 GitHub | 🌐 Portfolio

Summary: Aspiring Data Scientist with a background in digital marketing and end-to-end experience building ML apps, cloud ETL pipelines, and dashboards. Passionate about solving problems in healthcare, finance, and e-commerce through AI, analytics, and clean design.

EDUCATION

Baruch College/CUNY, Zicklin School of Business, New York, NY
B.B.A. in Digital Marketing Minor: English & Communications | GPA: 3.7/4.0

St. John's University, Queens, NY

M.S. in Data Science, Expected June 2025

Technical Skills

Languages: Python, R, SQL, HTML/CSS
Libraries: Pandas, NumPy, Scikit-learn, Statsmodels, dbt
Tools: Streamlit, Power BI, Tableau, AWS (S3, Redshift), Excel
Other: Git, Canva, Google Analytics, Shopify SEO, A/B Testing

Projects

Heart Disease Prediction App – *Python, Scikit-learn, Streamlit*
Built a health risk app using Random Forest and Logistic Regression (accuracy: 87%). Deployed via Streamlit for interactive patient-level predictions.

Bike Sharing Forecast App – *Python, Streamlit*
Predicted hourly bike rentals using weather/time features. Trained multiple regressors; R^2 = 0.84. App includes dynamic user inputs and visualization.

E-Commerce ETL & Dashboard – *Python, AWS S3/Redshift, dbt, Power BI*
Created a full ETL pipeline with S3, Redshift, and dbt. Cleaned and modeled sales data; visualized top products, revenue trends, and categories.

Healthcare Claims Pipeline – *AWS, dbt, Power BI*
Transformed raw claim data into tested models using dbt. Dashboard tracks claim types, counts, and costs across patient segments.

Credit Risk Dashboard – *Power BI*
Analyzed loan risk across age, income, loan purpose, and term. Interactive dashboard includes risk-based visualizations and filters.

Marketing Campaign Dashboard – *Power BI*
Evaluated multi-channel marketing performance. Dashboard visualizes impressions, CTR, CPA, and conversion trends.

Logistics Demand Forecasting (ARIMA) – *Python*
Forecasted monthly demand using ARIMA. Performed differencing, model tuning, and evaluated accuracy using AIC/BIC and visual diagnostics.

Experience

Kalustyan's | Digital Marketing & Data Coordinator   *Jan 2020 – Present*

Led a full redesign of the Shopify site with a developer, improving UX and SEO

Wrote 200+ SEO product descriptions; boosted online sales by 25%

Built dashboards to track high-performing products and customer behavior

XIRCLS | Marketing & Sales Intern   *Feb – May 2022*

Generated qualified leads and analyzed outreach performance using campaign metrics.

LEADERSHIP & INVOLVEMENT

Kashem Foundation | Intl. Outreach Coordinator   Jan *2018 – Present*
Built digital donor outreach to support underprivileged education initiatives.

Baruch MBA Association | Marketing Director   Sept *2021 – May 2022*
Planned 12 initiatives and ran 15+ campaigns to increase engagement and event turnout.