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# FIRNAZ AHAMED

## EDUCATION

### Master of Science

Electrical and Computer Engineering  
University of California, Los Angeles  
December 2018

- Course work: Pattern Recognition and Machine Learning, Neural Networks and Deep Learning, Data Mining, Statistical Programming, Algorithmic Machine Learning, Large Scale Social and Complex Networks
- GPA: 3.93/4.00

### Bachelor of Engineering

Electronics and Communication Engineering  
Anna University, Chennai  
May 2017  
GPA: 9.5/10

## SUMMARY

Accomplished Data Scientist with a proven track record at Levi Strauss. Proficient in Python and machine learning, I excel in developing predictive models and delivering actionable insights. Adept at cross-functional collaboration and problem-solving, generating significant revenue growth and enhancing business strategies through innovative data solutions.

## SKILLS

- Languages: Python, SQL, R, Scala, Shell
- Technical Skills: Machine Learning, Deep Learning, Data Visualization, Big Data, Web Scraping, Gen AI
- Python Libraries: Pandas, NumPy, Sklearn, XGBoost, SciPy, Keras, TensorFlow, Statsmodels, Streamlit, BeautifulSoup
- Tools: Spark, Pyspark, GCP, VertexAI, AWS, Git, Jira, SageMaker, Airflow, GraphQL
- Visualization: Tableau, Looker, Matplotlib, Seaborn

## EXPERIENCE

### DATA SCIENTIST II

*Levi Strauss & Co | July 2022 - Current*

- Generated over €2M in demand revenue by reactivating inactive European customers through RFM segmentation.
- Achieved \$450k incremental revenue in US via development of a discount-seeking model for trigger campaigns.
- Developed predictive model pipeline using XGBoost, identifying top purchasers to enhance cross-category marketing strategies.
- Conducted detailed customer segmentations to derive actionable insights for optimizing marketing initiatives.
- Created Looker dashboards for tracking effectiveness of member benefits and targeted tests.

### DATA SCIENTIST I

*Meredith Corporation | February 2019 - July 2022*

- Trained ensemble of XGBoost models to address customer propensity for fraud and chargeback, leading to over 20% reduction in fraud rates.

- Developed a Renewal Offer Personalization Engine to customize renewal subscription billing frequencies, improving retention.
- Created a recycling system for declined billing events, boosting approval rates and leading to an estimated \$600k increase in annual revenue.
- Performed anomaly detection at multiple levels to assess factors behind high fraud rates and implemented solutions.
- Enhanced revenue forecasting accuracy by developing models for customer lifetime value prediction.

## **DATA SCIENCE INTERN**

*Qualcomm Technologies Inc | June 2018 - September 2018*

- Developed a proof of concept demonstrating neural network model's operational efficiency over ARIMA for resource forecasting.
- Created LSTM and GRU neural network models for time series forecasting of data center resource needs.
- Conducted analyses to identify causes of job losses in data centers and trends in engineering function resource requirements.

## **ACHIEVEMENTS**

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Runner-up, Levi's Generative AI Hackathon 2023: Deployed Streamlit app using PaLM to generate personalized content recommendations.