

Nurul Haseena bt Abdul Razak

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PROFESSIONAL EXPERIENCE

Etika Insurance & Takaful

Risk Data Analyst

Bangsar, Kuala Lumpur

Nov 2022 – Present

- Developed SQL queries and used Python to automate a data pipeline, extracting, cleansing and integrating fraud-related data from multiple sources into a single fraud database, optimizing data flow for predictive modeling and increasing workflow efficiency by 75%.
- Collaborated with cross-functional teams to develop comprehensive dashboard on business opportunities and challenges, resulting in actionable recommendations that improved project turnaround time by 30% and enhanced stakeholder satisfaction ratings.
- Engaged with business unit stakeholders to identify opportunities and challenges, establishing key metrics and performance indicators to develop actionable visualizations for data-driven decision-making.
- Developed and deployed interactive dashboards utilizing Oracle Analytics Server (OAS) that improved data visibility and facilitated informed decision-making, leading to a 40% reduction in reporting time.
- Presented findings to senior management during weekly reviews, successfully driving strategic initiatives that saved project cost by 10% through recommended cost optimizing strategies.
- Led the development of an in-house e-KYC solution using computer vision and NLP (Natural Language Processing) technologies, achieving 90% accuracy in verifying NRIC and selfie samples for customer authentication.

KWSP

Executive (Protégé), Digital Experience

Jln Raja Laut, Kuala Lumpur

Nov 2021 – June 2022

- Reporting to head of Digital Experience section.
- Prepared report on i-Akaun statistics, e.g. monthly take-up rate for references of the top management.
- Participated in i-Akaun app new feature UAT session and document issues encountered during testing session.
- Liased with Marketing department to produce digital content such as copywriting, promotional videos and push notifications.

PROJECT EXPERIENCE

1. Retailer Credit Scoring System

- Developed a trade credit scoring system for retailers in pharma company based on the past transactions using **RFM analysis** and **K-Means Clustering**.
- Manufacturing company able to identify group of retailers eligible for trade credit.

2. Malaysian Dessert Classifier

- Built and deployed an image classifier to identify Malaysian desserts using **deep learning**.
- Foreigners unfamiliar with Malaysian dessert can check food allergen and calories.

EDUCATION

University of Malaya

Bachelor of Physics

- CGPA: 3.69
- Dean's Award (Semester 2, 2016/2017 & 2017/2018)

Kuala Lumpur

Graduation Date: October 2020

SKILLS

Languages & Aptitudes: Python, SQL, OAS, Dataiku, Tableau, PyTorch, FastAI, Tensorflow, Keras, Gradio, OpenCV

Technical Skills: Data Cleaning, Data Analysis, Web-scraping , **Regression** (Linear, Multiple-Linear, Logistic, Random Forest), **Classification** (K-NN, SVM, Random Forest, Naïve Bayes), **Clustering** (K-Means, Hierarchical), Deep Learning, Hypothesis Testing

DATA SCIENCE CERTIFICATE

360DigiTMG

Data Science Training Program

Centre of Applied Data Science

Data Star Program

Kuala Lumpur

Date of Issue: 3rd July 2022

Kuala Lumpur

Date of Issue: 14th September 2022