Nurul Haseena bt Abdul Razak

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PROFESSIONAL EXPERIENCE

Etiqa Insurance & Takaful   **Bangsar, Kuala Lumpur**
Risk Data Analyst   *Nov 2022 – Present*

- Developed SQL queries and automated data pipelines using Python, extracting, cleansing and integrating fraud-related data from multiple sources into a centralized customer fraud database, optimizing data flow for predictive modeling and increasing workflow efficiency by 75%.
- Collaborated with cross-functional business stakeholders to establish KPIs, working closely with data engineers to build a comprehensive roadside assistance cost monitoring dashboard and deliver actionable cost optimization recommendations to the claims, underwriting, and sales teams.
- Build and maintain interactive dashboards utilizing Oracle Analytics Server (OAS) to monitor and evaluate effectiveness of cost optimization strategy, leading to a 40% reduction in reporting time.
- Provide actionable insights 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, with the solution deployed via web application using Flask.

KWSP   **Jln Raja Laut, Kuala Lumpur**
Executive (Protégé), Digital Experience   *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   **Kuala Lumpur**
Bachelor of Physics   *Graduation Date: October 2020*
- CGPA: 3.69
- Dean's Award (Semester 2, 2016/2017 & 2017/2018)

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   **Kuala Lumpur**
Data Science Training Program   *Date of Issue: 3rd July 2022*
Centre of Applied Data Science   **Kuala Lumpur**
Data Star Program   *Date of Issue: 14th September 2022*