

Nurul Haseena bt Abdul Razak

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SKILLS

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

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

PROFESSIONAL EXPERIENCE

Etiqua Insurance & Takaful

Risk Data Analyst

Bangsar, Kuala Lumpur

Nov 2022 – Present

1. Data Analytics

- a) Classify top 10 suspicious Etiqua towing partners using PRIDIT scoring method to identify fraudulent behaviors and support informed decision-making for stakeholders.
- b) Analyzed the impact of Underwriting Guideline revisions on Agreed Value fraud risk, presenting insights to stakeholders (i.e. underwriting and claims team) and identifying operational gaps alongside recommended actions to reduce exposure.
- c) Analyzed roadside assistance trends to identify cost-saving opportunities, developed actionable dashboard, and tracked key KPIs for weekly presentations, and delivered actionable cost optimization recommendations to the claims, underwriting, and sales teams.

2. Artificial Intelligence/Machine Learning

- a) 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.
- b) Developed fraud detection model using K-Means Clustering to proactively flag high-risk individuals abusing towing benefits to minimize business losses.
- c) Explore open-source Large Language Model (LLM) to process and summarize business news articles extracted through web-scraping. The goal is to automate the creation of monthly newsletter that highlights the top risks relevant to Etiqua.

3. Data Engineering

- a) Developed SQL queries and automated data pipelines using Python, extracting, cleansing and integrating fraud-related data from multiple sources into a centralized fraud database, optimizing data flow for predictive modeling and increasing workflow efficiency by 75%.
- b) Build data pipelines in Dataiku using Python and SQL recipes to automate the ingestion, transformation, and consolidation of data from multiple databases, enabling seamless data access for both analytics dashboards and machine learning models.

KWSP*Executive (Protégé), Digital Experience***Jln Raja Laut, Kuala Lumpur***Nov 2021 – June 2022*

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

DATA SCIENCE PROJECT

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 for food allergen and calories.

EDUCATION

University of Malaya*Bachelor of Physics***Kuala Lumpur***Graduation Date: October 2020*

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

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*