

# Nurul Haseena bt Abdul Razak

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## PROFESSIONAL EXPERIENCE

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### Etika Insurance & Takaful

*Risk Data Analyst*

**Bangsar, Kuala Lumpur**

*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 gather requirements, establish KPIs, working closely with data engineers to implement a comprehensive roadside assistance cost monitoring dashboard and deliver actionable solutions to the claims, underwriting, and sales teams.
- Design and deployed dashboards utilizing Oracle Analytics Server (OAS) to monitor and evaluate effectiveness of cost optimization execution, leading to a 40% reduction in reporting time.
- Presented data-driven insights and key findings during weekly reviews with senior management, successfully influencing strategic initiatives that saved project cost by 10% through recommended solutions.
- Led the development of an in-house e-KYC solution utilizing 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

*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

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### 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

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**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

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**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

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**360DigiTMG**

*Data Science Training Program*

**Centre of Applied Data Science**

*Data Star Program*

**Kuala Lumpur**

*Date of Issue: 3<sup>rd</sup> July 2022*

**Kuala Lumpur**

*Date of Issue: 14th September 2022*