

# 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 fraud database, optimizing data flow for predictive modeling and increasing workflow efficiency by 75%.
- Collaborated with cross-disciplinary business stakeholders to establish key metrics, 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.
- Presented insights to senior management during monthly reviews, successfully driving strategic initiatives that achieved a 5% project cost reduction by recommending targeted cost-optimization strategies addressing customer misuse patterns.
- 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.
- Deployed interactive dashboards utilizing Oracle Analytics Server (OAS) that improved data visibility and facilitated data-driven decision-making, leading to a 40% reduction in reporting time.
- 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

*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*