

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 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%.
- Coordinated 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 strategies 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.
- Generated actionable insights to uncover cost saving opportunities and presented them during weekly reviews with senior management, 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 leveraging 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

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