

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, Webscraping

Other: Data Storytelling, Critical Thinking

PROFESSIONAL EXPERIENCE

Etiqua Insurance & Takaful

Risk Analyst, Risk Transformation & Model Management

Bangsar, Kuala Lumpur

Nov 2022 – Present

1. Development of In-house e-KYC solution
 - a) Developed, trained and enhanced the fully in-house e-KYC solution by leveraging on machine learning models and computer vision libraries.
 - b) Developed a biometric matching tool (via Python) for facial recognition and facial similarity check.
 - c) Developed an anti-tampering tool to validate the presence of security features in the NRIC (i.e. myKad logo, security chip position, Malaysian flag etc)
 - d) Built a function to match extracted NRIC with government database via webscraping.
2. Fraud Analytics
 - a) Led the development of a predictive classification model to proactively identify individuals at high risk of making fraudulent claims, catering to both life and general policyholders to minimize business losses.
 - b) Developed listings of top 10 'good' and 'bad' towing providers using PCA of RIDIT scoring method to identify fraudulent behaviors and support informed decision-making.
3. Cost Analysis
 - a) Analyze roadside assistance trends to identify cost saving opportunities, develop actionable dashboards and track key KPIs for weekly presentation to stakeholders and management.
4. Risk Digitalization Initiatives
 - a) Support Risk teams in digitalization efforts such as automation, building dashboard, AI/ML, web-scraping etc. to foster cross collaboration between teams across RMD and enhance operational efficiency.
 - b) Leverage on open-source Large Language Model (LLM) to process and summarize business articles obtained through web scraping. The goal is to automate the creation of monthly newsletter that highlights the top risks relevant to Etiqua.

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.
- c) Participate in i-Akaun app new feature UAT session and document issues encountered during testing session.
- d) 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 industry 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*