Nurul Haseena bt Abdul Razak

Batu Caves, Selangor | 014-7232872 | [haseenaraza](mailto:haseenarazak97@gmail.com)[k97@gmail.com](mailto:k97@gmail.com) [linkedin.com/in/nurul-haseena](https://www.linkedin.com/in/nurul-haseena/)

# PROFESSIONAL EXPERIENCE

**Etiqa Insurance & Takaful Bangsar, Kuala Lumpur**

*Risk Data Analyst 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.
* 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.
* Presented insights to senior management during weekly reviews, 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 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 Jln Raja Laut, Kuala Lumpur**

*Executive (Protégé), Digital Experience 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.

1. 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 Kuala Lumpur**

*Bachelor of Physics Graduation Date: October 2020*

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

# 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 Kuala Lumpur**

*Data Science Training Program Date of Issue: 3rd July 2022*

**Centre of Applied Data Science****Kuala Lumpur**

*Data Star Program Date of Issue: 14th September 2022*