HEBA ABDELRAZZAK

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Authorized to work in the U.S. (Valid EAD, OPT + STEM eligible → May 2027)

PROFESSIONAL SUMMARY

Data scientist specializing in **customer behavior analytics** and **predictive modeling**, with **5+ years of experience** driving measurable business impact. Expert in building scalable customer analytics solutions using **Python**, **SQL**, and **machine learning** models while bridging technical expertise with real-world business needs.

EDUCATION

Master of Science: Data Science - University of Arizona (Tucson, AZ)   MAY 2024
• <u>GPA</u>: **4.0/4.0**   • <u>Focus</u>: Machine Learning, **Data Visualization**   • <u>Coursework</u>: Neural Networks, Data Warehousing

Bachelor of Science: Actuarial Science - The American University in Cairo   MAY 2017
• <u>SAT</u> **Math: 800/800** • <u>Minors</u>: Economics , Business Administration   • <u>Leadership</u>: International Peer Leaders Chairperson

PROFESSIONAL EXPERIENCE

Data Scientist, University of Arizona, Tucson, AZ   *FEB 2023 - PRESENT*

- **Published** PurpleAirAPI **R package** on **CRAN**, providing tools for air quality **API** access and data analysis
- Engineered end-to-end pipeline processing **100M+ environmental data points**, **integrating** PurpleAir, Uber speeds, EPA, and weather station data for comprehensive air quality analysis
- Developed **geospatial feature engineering** system modeling interactions between **1000+ sensors** and **150+ wildfires**

Data Analyst, The Food Lab, Cairo, EG   *JAN 2022 - AUG 2022*
* **Founding data analyst** at cloud kitchen startup (*TechCrunch* and *Forbes*)

- Drove **20% increase** in average **order value** through menu engineering and customer behavior analysis
- Engineered 12+ dynamic dashboards enabling **25-35% monthly revenue growth**, contributing to **$4.5M pre-seed raise**
- Improved dashboard performance through **query optimization**, resulting in 27% cost reduction
- Automated recipe management **data pipeline**, saving **10+ hours** weekly for operations

Data Analyst, MNT-Halan, Cairo, EG   *NOV 2020 - JAN 2022*
* *Egypt's first fintech unicorn (TechCrunch)*

- Reduced ride-hailing **monthly churn by 50%** through **behavioral segmentation** and targeted engagement strategies
- Led analytics for digital transformation scaling to **$1.7B+ in loan disbursements** across **1.8M borrowers**
- Drove **20x growth** in processing volume with **cross-selling** strategy using **A/B testing** and **behavioral modeling**.
- Implemented advanced user segmentation based on recency, frequency, and behavioral patterns for **4M+ customers**
- Contributed to successful **$120M Series A** through data-driven growth optimization

Data Analyst, Jumia, Cairo, EG   APR 2019 - OCT 2020
* *Africa's first NYSE-listed tech company, pioneering e-commerce across the continent (TechCrunch)*

- Boosted **click-through rates** from **1% to 3%** by developing an **XGBoost**-powered recommendation system.
- Engineered **customer data platform** integrating cross-device behavior, purchase patterns, and ML recommendations to enable advanced **CRM** segmentation for **4M+ users** across **13 countries**
- Built **end-to-end ML pipeline** for customer behavior prediction and A/B testing
- Mentored new BI team members in **query optimization** and data source identification

TECHNICAL SKILLS

- **Languages & Tools:** Python, SQL (GCP BigQuery, AWS RedShift), R, Git, Airbyte
- **Visualization:** Tableau, PowerBI, Metabase, Matplotlib, ggplot2, Leaflet
- **Analytics**: Customer Segmentation, RFM Analysis, Behavioral Modeling, A/B Testing
- **Machine Learning:** Neural Networks, XGBoost, Time Series Forecasting, Feature Engineering, NLP