KAUNAIN FATIMA
Data Analyst

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Innovative and solution-oriented Data Analyst with a strong background in Python, Machine Learning, and Data Science, focused on leveraging data to solve complex problems and extract valuable insights. Experienced in creating recommendation systems that enhance customer engagement and drive business value. Eager to expand expertise and contribute to impactful data-driven solutions.

WORK EXPERIENCE

GymNation – Python Backend Developer   *Aug 2024-Sept 2024*

- **Automated WhatsApp Payment System:** Created an automated WhatsApp system to send personalized payment links for each branch, boosting payment completion rates by 15% and supporting company growth.
- **Middleware Optimization:** Optimized middleware for member transaction data, resolving recurring errors and improving system reliability, reducing errors by 40% and processing speed by 25%.

SIG – Data Analyst   *June 2024 – Aug 2024*

- **Automated Email Recommender System:** Developed an internal automated email system for SIG, notifying customers to purchase products before their machines reach the maintenance period, ensuring timely maintenance and reducing downtime.

Global Hotel Alliance – Machine Learning Engineer   *Oct 2023 – June 2024*

- **Customer Segmentation:** Improved segmentation models to better understand customer preferences, enabling more targeted and personalized strategies. Analyzed customer behavior, leading to a 2% improvement in decision-making.
- **Cohort Analysis:** Performed detailed cohort analysis to gain insights into member retention, boosting member acquisition by 5%. Enhanced data-driven decisions, leading to a 10% increase in retention and 12% growth in key metrics.
- **Personalized Recommendation System:** Built a recommendation system based on member interactions, increasing user engagement by 15%. Implemented content recommendation algorithms, improving user retention and satisfaction by 7%.

Blue Logic – Data Analyst   *June 2023 - Aug 2023*

- **Disease-Specific Medicine Recommendation System:** Designed and implemented a recommendation system tailored for disease-specific medicines, enhanced user experience by suggesting relevant products, analyzing user purchase patterns and product catalogs.
- **Frequent Items Recommendation System:** Developed a recommendation engine to identify and suggest "frequently bought items" based on user purchase data. Boosted sales and engagement by delivering targeted product suggestions.

SKILLS

Languages: Python, SQL, Java, C, C++.
Tools: Microsoft Power Bi, Azure ML, Microsoft Excel.
Areas: Machine Learning, Natural Language Processing, Data Mining, Statistics, Data Structures.
Machine Learning: NumPy, Pandas, Sci-kit learn, NLTK, EDA, Matplotlib, Seaborn.
Other: Object-Oriented Programming, Database, Operating System, Computer Networks, Git, APIs, Postman.
Soft Skills: Strong Communication, Critical thinking, Adaptability, Time Management, Problem Solving.

PROJECTS

House Price Prediction - Data Analysis

- Developed a machine learning model to accurately predict house prices, enabling clients to find suitable and affordable properties based on their preferences.
- Conducted comprehensive exploratory data analysis to identify key correlations and select optimal features for prediction.
- Implemented advanced techniques to minimize prediction error, ensuring reliable and precise price forecasts.

Movie Recommendation System

- ML project - Using Content-Based recommender system.
- Created a website for the users to watch the movies according to their choice, so the model can learn the user's choice more and through the ML model it can recommend more user friendly movies.
- Applied Feature Engineering and Exploratory Data Analysis to find the correlation between the attributes and select the best features for the prediction.

EDUCATION

Bachelor of Engineering, Computer Science - Birla Institute of Technology & Science, Pilani   *Aug 2020 – June 2024*