

# Lara Fares

**DATA SCIENTIST** with experience in collecting and analyzing large datasets, developing forecasting models and coming up with data-driven insights. My work is driven by my analytical skills, strong attention to detail, my ability to work in team environments, and willingness to learn.

## EXPERIENCE

### Operations Analyst, Ramallah Inc. (Greenacres, FL)

January 2021 - Present

- Maintained accurate and up-to-date customer relationship management (CRM) database and filing system.
- Tracked metrics and key performance indicators for remediation and optimization opportunities. The CRM database was used to create charts reflecting on trends and behaviors. The charts were then used to streamline the business's outreach of lost customers.

### Data Science Fellow, General Assembly

September 2021 - December 2021

- Utilized python libraries to solve problems and to learn various statistical techniques, linear regression, classification, deep learning, and natural language processing (NLP).
- Determined appropriate strategies to improve data quality, feature selection, imputing missing data, optimize model specifications, and reduce error.
- Developed an understanding of machine learning techniques and algorithms, such as k-NN, Naive Bayes, Random Forests, and Neural Networks.

### Data Entry Specialist, Scale AI (San Francisco, CA)

June 2020 - December 2020

- Followed guidelines as provided in the company guide for data labeling, content annotation, and document transcription.
- Completed all assigned data entry requests earlier than the required timeframes while maintaining a high accuracy rate.

### Sales Associate, Boost Mobile (Delray Beach, FL)

March 2016 - February 2020

- Handled financial transactions included cash flow and inventory management.
- Recorded and monitored key performance indicators (KPIs) reflecting on sales and customer satisfaction goals.
- Consulted with customers regarding technological needs as well as technical problems. Diagnosed software and removed malicious programs.

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## SKILLS

### Languages:

Python, SQL, R, C/C++, Scala

### Python Libraries:

Pandas, NumPy, Tensorflow, Keras, Scikit-learn

### Data Visualization:

Seaborn, Matplotlib, Tableau, PowerBI

### Other:

Microsoft Excel, Apache Spark, Jupyter Notebook, Github

## PROJECTS

### Home Value Prediction

- Conducted exploratory data analysis on a housing dataset containing over 70 features.
- Built a regression model to predict the prices of residential homes using pipelines, feature engineering and hyperparameter tuning.

### Wildfire Smoke Detection

- Trained a neural network to detect wildfire smoke. The model was trained with thousands of images that were collected then annotated. The model correctly detected smoke in 80% of the images.

## EDUCATION

### General Assembly

#### Certificate in Data Science

September 2021 - December 2021

### Florida Atlantic University Boca Raton, FL

#### B.S in Mathematics

August 2015 - December 2019