

Language:English: C1 Dutch: A2



## **Profile Summary**

I am a Master's student in Business Engineering: Data Analyticse at Ghent University with hands-on experience in working with data, generating business intelligence reports, and implementing ERP systems. I have worked with more than 75 companies, helping them set up warehouse and manufacturing systems and providing data-driven insights to improve production processes. I am now eager to apply my skills in data science and AI to solve real-world problems



# Education

#### **Master of Business Engineering: Data Analytics**

Institute/University: Gent University/Gent, Belgium/2022 - Present

#### **Bachelor of Industrial Engineering**

IUT / Isfahan, Iran / 2015 - 2019



## **Work Experience**

#### BI Developer (Remote)

Mann Plastic / Tehran, Iran / September 2022 - September 2023

Developed business intelligence solutions, including dashboards and data visualizations, to support data-driven decisions.

## **ERP Implementation Consultant and Data Analyst**

Hamkaran system / Tehran, Iran / October 2020 - October 2022

■ Worked with over 75 companies, analyzing business processes and configuring ERP systems to streamline operations. Generated comprehensive reports and dashboards to help clients make informed decisions and improve their business performance.

#### **ERP Project Manager**

Novin choob / Tehran, Iran / July 2019 - October 2020

implementation of an ERP system (Odoo) , improving data flow and operational efficiency across departments. Created comprehensive reports on logistics and production costs to support data-driven decision-making



#### **Skills**

**Machine Learning & AI Data Visualization: Programming Languages Databases** 

Machine Learning Algorithms

Power BI Python MongoDB Deep Learning Tableau

MySQL

Natural Language Processing

**Excel Dashboards** HTML/CSS/Javascript

PostgreSQL



## **Projects**

### E-Commerce Data Insights Project Link: https://github.com/melikaabedikoupaei/ACRM

I analyzed a Belgian e-commerce dataset to understand order delays, customer behavior, and seller performance. Using Python tools like Pandas and Matplotlib, I found that 34 sellers were behind 80% of the delays. I also used RFM analysis to cluster customers for more targeted marketing.

## Predicting Product Return Rates Link: https://github.com/melikaabedikoupaei/ML\_return\_rate\_prediction

In a Kaggle competition, I focused on predicting product return rates using early sales data to help retailers manage returns. I cleaned and prepared the data, then experimented with models like Random Forest, XGBoost, and neural networks in Python and R. By optimizing the models, I reduced the Mean Absolute Error (MAE) from 1.11 to 0.084, greatly improving prediction accuracy.

### Churn Prediction for Fundraising Organization Link: https://github.com/melikaabedikoupaei/churn\_prediction

I collaborated with a fundraising organization to predict donor churn and reduce losses. Using data from various sources, I engineered features like frequency, recency, and monetary value. I built models including Logistic Regression, Random Forest, and an Artificial Neural Network (ANN), with the ANN achieving over 80% accuracy in identifying the top 20% of at-risk donors.

#### Al-Based Job Recommendation System Link: https://github.com/melikaabedikoupaei/job resume match

I built an Al-driven job recommendation system that let users upload PDFs of their resumes, automating data extraction with NLP (spaCy). It scraped job descriptions, ranked matches using cosine similarity, and improved user satisfaction with personalized recommendations.