

Nasim Maleki

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SUMMARY

Business Data Analyst with a diverse background spanning over five years in renowned Iranian companies, including roles as a Business and System Analyst at Yaas Arghavani System Engineering Company (payment company) and a Project Control Specialist at Tadbir E-commerce. Currently pursuing a master's in data science for Society and Business at Constructor University in Bremen, Germany.

- Always **willing to learn** - I have actively participated in diverse educational workshops, training programs, and conferences, complemented by the attainment of two master's degrees—my first master's centered on business strategies while my second Master's delved deeply into data science. Furthermore, my bachelor's degree extensively covered statistical models, illustrating a strong foundation in statistical learning.
- **Problem- solving** - Exhibited a detail-oriented approach in problem-solving across various responsibilities, including market analysis, customer segmentation, and process reengineering, ensuring thorough and effective solutions.
- Having **effective communication** skills - Proficient in fostering seamless communication with stakeholders across projects through adept email, phone, and collaborative coordination.

Proficient in Python, R-studio, Qlik view, Pycharm, VScode, Jupiter, GitHub, Rapidminer, Bizagi, MS project, Microsoft Excel, Word, Outlook, Knowledgeable in SQL.

PROFESSIONAL EXPERIENCE

Yaas Arghavani System Engineering, an ICT subsidiary of Mellat Bank

Tehran, Iran

Business Data analyst

January 2018– November 2022

- Conducted comprehensive market studies and analysis.
- facilitated BehPardakht merchant acquisition and retention strategies and executed detailed clustering and analysis of customer behavior.
- Led business process reengineering initiatives aimed at optimizing workflows and efficiencies.
- Designed and developed QlikView dashboards, proficiently analyzing data to derive actionable insights, contributing to informed decision-making processes.

Tadbir E-commerce

Tehran, Iran

Project Control Specialist

December 2016 – March 2017

- Spearheaded planning, scheduling, and conducted comprehensive cost analysis for projects.
- Diligently monitored project progress, ensuring adherence to timelines and budgetary constraints while maintaining quality standards.

Water and Sewage Company of Isfahan

Esfahan, Iran

Strategic planner

May 2015 – October 2015

- Strategic planning and arranging interviews.

EDUCATION & OTHER

Constructor University

M.Sc. Data Science for Society and Business

Bremen, Germany

(2022- 2024)

Khatam University of Tehran

M.Sc. Industrial Engineering-Economic & Social System

Tehran, Iran

(2014-2017)

Isfahan University of technology

B.Sc. Mathematics and Statistics Department

Esfahan, Iran

(2009- 2014)

CERTIFICATION

- Python essential Training- 2023
- Data analysis- 2023
- Introduction to BABOK- 2020
- Qlikview-2019
- Bizagi- Business process management - 2018
- Microsoft Excel - 2018
- MS project- 2016

PROJECTS

• student achievement in secondary education of two Portuguese schools- 2023

data analytics student project, a classification modeling project and comparing different classification models to achieve the highest accuracy.

• Global Migration and attractive Destination Project- 2023

Student project in data visualization, telling story of data by different kinds of graphs in python and writing report in QMD format in R.

Thematic Classification of textual Data- 2023

Text classification by Different language style, student project

• Customer segmentation based on RFM model- 2023

Student Project. Clustering Project and comparing different models to achieve the highest accuracy.

• Marijuana related Crime, 2022

Student Project, finding out the Relation between MJ and other types of crimes.

• BehPardakht merchant 's acquisition and retention-2022

attracting new customers and retaining POS merchants. Clustering merchants based on their transactional data, adopting customer care strategies and monitoring the behavior of each merchant segmentation and rendering premium services for each cluster. Associated with Yaas Arghavani System Engineering company.

• Clustering and Analysis of customer behavior-2022

Customer segmentation is based on three principal factors: Customer's value for company, Customer's potential and Competition in market and predicting future customer's behavior using predictive models. Associated with Yaas Arghavani System Engineering company.

• Business Process reengineering-2019

Reengineering all the customer service processes, Associated with Yaas Arghavani System Engineering.

• Designing QlikView Dashboards and analyzing data-2018

Designing QlikView Dashboards for more than 20 distinct projects and analyzing data by statistical models and R programming language, Associated with Yaas Arghavani System Engineering.

• Designing Strategic Plan-2017

Identifying organization's goals, their mission and vision and evaluating their progress. Associated with Isfahan Province Water and Wastewater company.