

ZAINAB RAHMAN

DATA SCIENTIST



CAREER OBJECTIVE

Strategically-minded and passionate about cutting-edge technology and solving real-world problems. Experienced working under lead data scientist and other team members to provide in-depth analysis, discover root causes, and design long-term solution. Seeking to secure a position that offers professional growth and advancement within diversified areas of the industry.



PROFESSIONAL EXPERIENCE

Data Analyst Intern

LUDIFU, Mumbai | March, 2022 – July, 2022

- Identified changes to assortment, distribution, and marketing using financial and behavioural analysis that enabled an upmarket fashion company to better target their customers, resulting in \$50K growth.
- Developed and implemented data analysis, data collection systems and other strategies that optimize statistical efficiency and quality.
- Built Power BI dashboard using data to visualize core business KPIs (e.g., Monthly recurring revenue), saving 10 hours per week of manual reporting work.
- Conducted data analysis using logistical model, LDA, QDA, KNN, tree classification and random forest method to identify high risks and improved the accuracy by 30 percent.
- Collaborated the first major effort to A/B test the company's e-commerce sales page and optimize it for customer acquisition; resulted in a 7.5% increase in conversions.



SKILLS

- Knowledge of programming languages: C, C++, Java, Python, R, SQL and Visual Basic Applications.
- Proficiency in statistics and statistical packages like Excel, SPSS to be used for analysing.



CONTACT

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EDUCATION

Amity University

Delhi, India | January 2024

Master of Computer Application
in Machine Learning and
Artificial Intelligence

**International Institute of
Information Technology (IIIT)
Bangalore, India | January
2023**

Advanced Certification in Data
Science

Telangana University

**Telangana, India | December
2021**

Bachelor of Science
Grade: A+

- Technical proficiency regarding database design development, data models, techniques for data mining and segmentation.
- Adept in Data Visualization tools: Power BI and other relevant Python, R libraries.
- Strong analytical skills with the ability to collect, organize, analyse and disseminate significant amounts of information with attention to detail and accuracy.

PROJECTS

- Predicting basketball game winners using Machine Learning.
- Lead Score Casestudy.
- Predicting Demand of rental bikes shared using ML algorithm.
- IMDb Movie Review Analysis.
- Risk Analytics in Financial and Banking Services.

CERTIFICATIONS

- Data Science with R Programming.
- Data Analytics with Python Programming.
- Advanced Excel Specialization.
- Big Data Hadoop and Spark Developer.
- Machine Learning.



RELEVANT SKILLS

Analytical and critical thinking
 Business Acumen
 Collaboration
 Teamwork
 Problem solving
 Communication