

NURUL ATHIRAH NABILA BINTI SAIDI

Edinburgh, UK | athirahnabila.saidi@gmail.com | <https://www.linkedin.com/in/nurulsaidi/> | <https://nurulsaidi.github.io/>

PROFESSIONAL SUMMARY

A recent postgraduate student majoring in MSc Operational Research with Data Science at The University of Edinburgh. Skilled in operational research, network optimization, revenue management, data science, machine learning, and artificial intelligence. A good user with Python programming language. Experience with mathematical programming solvers using Xpress. Also, an experience Revenue Analyst working with Qatar Airways and Malaysia Airlines with a specific focus in both Passenger and Cargo Revenue management using established airline revenue system such as, Amadeus and PROS Airline Revenue Management software. Experienced with Microsoft SQL and Power BI. Recognised by others as a fast learner, having the abilities to work in a multicultural team, communicate professionally, organise, and manage time efficiently, and demonstrate a high resilience level in a fast pace working environment. Excellent IT skills including Microsoft Packs (Words, PowerPoint, Excel). Fluent in two languages; English and Malay.

QUALIFICATIONS AND EDUCATIONAL BACKGROUND

MSc Operational Research with Data Science

Sept 2020 to Aug 2021

The University of Edinburgh

Core Subjects: Operational Research, Optimization, Simulation, Data Science, Machine Learning, Artificial Intelligence, Deep Learning, Data Mining, Reinforcement Learning, Python Programming.

Dissertation: Multi-agent reinforcement learning techniques to win the Stackelberg game in competitive facility location problems.

BSc (Hons.) Actuarial Science & Risk Management

Sept 2012 to Aug 2016

Islamic Science University of Malaysia, First Class Honours

Core Subjects: Mathematics, Statistic, Stochastic, Economy, Object Programming, Risk Management, Finance, Theory of Interest, Investment, Life Contingency.

Dissertation: Assessing the adequacy of contribution rates towards employees' provident fund in Malaysia.

WORK EXPERIENCES

Qatar Airways

April 2019 to Aug 2020

Revenue Analyst, Cargo Commercial Revenue Management

- Developed strategies towards optimization of cargo metrics such as revenue, pricing, inventory levels, tonnage and yield ensuring that the planning, forecasting, and reporting result meets the group's target.
- Executed strategy planning on set of passenger flights and freighters, to maximize revenue and optimize the cargo capacity.
- Evaluated yield and load factor historical performance at various levels and conducted predictive analysis on future performances to meet network budgeted revenue.
- Identified potential market flows/products to improve network performance. Drive and support the regions pricing strategies. Recommended rate with partner airlines to maximize joint revenues.

- Managed free sale, hard block (fixed capacity), and soft block (option of space return) inventory controls. Monitored allotment performance of customer accounts for set of routes for commercial optimization, market share improvement and new business growth.
- Performed/Ensured optimal flight planning on both commercial and operational sides. Work closely with other analysts and regional counterparts to execute last-minute sound business decisions under time pressure. Understand operational constraints and policies to evaluate the risks and swiftly take preventive actions from commercial, operational and safety perspective.
- Collaborate cross departmentally with operational team, commercial colleagues, and senior management on day-to-day basis at all levels in delivering optimal results through planning and execution.
- Market covered: Traffic flows into Europe, United States, Canada, and South Americas.

Malaysia Airlines Berhad

Pricing Specialist, Commercial Revenue Management

March 2017 to March 2019

Sept 2017 to March 2019

- Managed a portfolio of routes (Route Group) and carried out daily pricing actions on each route. Maximized the revenue to achieve budgeted revenue and yield goals.
- Monitored competitor air travel data using Infare and other online selling platforms, and travel agents to make effective pricing decisions. Determined optimal pricing across the network and create new fare products to capitalize on changes in consumer buying habits.
- Managed each fare product line by considering passenger demand and optimize inventory for each portion of the network. Analysed the effects of fare and inventory changes on market performance
- Facilitated communication with other key commercial departments i.e. sales and marketing on various fare products such as group bookings, corporate, student and tactical campaigns and promotions.
- Participated in weekly trading meetings and assisted in commercial decisions.
- Produced ad hoc data analysis and offered recommendations to improve route performances.
- Classified holiday periods, route seasonality and special festivals/events to ensure these peaks and troughs are correctly priced.
- Market covered: North Asia, Greater China, Australia & New Zealand.

Business Intelligence Analyst, Commercial Revenue Management

March 2017 to Sept 2017

- Generated and enhanced Performance reports for Commercial division using Microsoft SQL and performed data visualizations using Power BI.
- Performed daily data analysis and quality checks for Commercial Share Point.
- Worked closely with external consultant such as McKinsey, EY, Oliver Wyman to develop business model and strategies.

PERSONAL ACHIEVEMENTS AND CAREER HIGHLIGHTS

- First Class Honours for bachelor's degree
- MH Excellent Star
- International Cargo Airline of the year.
- Part of We Qare project launched by Qatar Airways to support Covid 19 relief efforts.

TRAINING, COURSES AND SEMINARS ATTENDED

- Airline Business Course
- SITA Airfare Insight
- Airline Cargo Business Course
- Microsoft Power BI
- CROAMIS Freight Revenue Management System
- IBM: Data Science Professional Certificate
- The Complete SQL Bootcamp 2021: Go from Zero to Hero

- UCDavis: Data Visualization with Tableau Specialization (in progress)
- Codewithmosh: Python Programming for Developers (in progress)
- DeepLearningAI: Deep Learning Specialization (in progress)

REFERENCES

Available upon request