NURUL ATHIRAH NABILA BINTI SAIDI

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PROFESSIONAL SUMMARY

4 years of Revenue Optimization analyst experience and a recent postgraduate in MSc Operational Research with Data Science.

- An experienced Revenue Analyst under Qatar Airways Cargo and Malaysia Airlines with a specific focus in both Passenger and Cargo Revenue management using established airline revenue systems such as Amadeus, PROS Airline Revenue Management software, Fare Management SITA and Infare.
- Skilled in operational research, pricing optimization, demand forecasting, revenue management, data science, business intelligence and machine learning.
- A good user with Python programming language (Python Libraries: Pandas, Numpy, Scikit-Learn, SciPy, Matplotlib, Seaborn, Folium, Geopandas, Pytorch, TensorFlow, OpenAI Baselines, Pyomo).
- Experienced with mathematical optimization programming solvers such as XPress.
- Experienced with Microsoft SQL Server, PostgreSQL, and Power BI. Excellent IT skills including Microsoft Packs (Words, PowerPoint, Excel).

EDUCATION

MSc Operational Research with Data Science
The University of Edinburgh
Sept 2020 - Aug 2021

Relevant Coursework: Operational Research, Optimization, Simulation, Data Science, Applied Machine Learning, Deep Learning, Data Mining & Exploration, Reinforcement Learning, Python Programming.
Dissertation: Implemented multi-agent reinforcement learning techniques in competitive facility location problems based on the Stackelberg model.

BSc (Hons.) Actuarial Science & Risk Management
Science University of Malaysia, First Class Honours
Sept 2012 - Aug 2016

Relevant Coursework: Mathematics, Statistic, Stochastic, Economy, Object-oriented Programming, Risk Management, Finance, Theory of Interest, Investment, Life Contingency.
Dissertation: Assessed the adequacy of contribution rates towards Employees' Provident Fund in Malaysia.

WORK EXPERIENCE

Qatar Airways
April 2019 - 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.
- Accomplished a tonnage growth of 3.7% in 2020 over the same period in previous year by executing optimal revenue strategy and capacity planning on set of passenger flights and freighters across the network.
- Evaluated yield and load factor historical performance at various levels and conducted predictive analysis on future performances to accurately predict customer demand based on market trends and behavioural.
- Led the regional pricing strategies to identify potential market flows/products and improve network sales performance where 9 new destinations were successfully launched during the period.
- Recommended rate with partner airlines to maximize joint revenues and accommodate lucrative bookings.
- Managed free sale, hard block (fixed capacity), and soft block (option of space return) inventory controls. Monitored allotment performance of customer accounts for a set of routes for commercial optimization, market share improvement and new business growth.
- Performed optimal flight planning on both commercial and operational sides. Worked 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 perspectives.
- Collaborated cross-departmentally with the operational team, commercial colleagues, and senior management on day-to-day basis at all levels in delivering optimal results through capacity planning and strategy execution.
- Market covered: Traffic flows into Europe, United States, Canada, and South Americas.

Malaysia Airlines   *Sept 2017 - March 2019*
Pricing Specialist, Commercial Revenue Management

- Managed a portfolio of routes (Route Group) and carried out daily pricing actions on each route with the aim to maximize revenue and achieve budgeted revenue and yield goals.
- Managed each fare product line by considering passenger demand and optimizing inventory for each portion of the network. Analysed the effects of fare and inventory changes on market performance.
- Analysed the features to control for yearly seasonality, booking days prior and holidays or special events in the causal inference of price-sensitivity parameters via price-demand relationships.
- Classified holiday periods, route seasonality and special festivals/events to ensure these peaks and troughs are correctly priced.
- Monitored competitor air travel data using Infare, online selling platforms, and travel agents to make effective pricing decisions. Determined optimal dynamic pricing across the network and created new fare products to capitalize on changes in consumer buying habits.
- Developed and maintained efficient fare filing and fare distribution processes and ensured a quality and error-free fare filing utilizing fare management system.
- Guided regional revenue analyst on pricing system functionalities for SITA NGAI, PROS Pricing, Amadeus, and Infare.
- 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.
- Collaborated with oversea country managers and sales teams in respective markets to identify, steer revenue opportunities and implement sales planning strategies.
- Participated and led weekly trading meetings to improvise commercial decisions.
- Produced ad hoc data analysis using business intelligence tools to review and ensure pricing optimization of current pricing strategies/sales campaign and offered recommendations to improve route performances.
- Market covered: North Asia, Greater China, Australia & New Zealand.

Malaysia Airlines   *March 2017 - Sept 2017*
Business Intelligence Analyst, Commercial Revenue Management

- Generated ETL scripts, designed and implemented dashboards involving commercial key performance metrics. Enhanced performance reports for Commercial division using Microsoft SQL and performed data visualizations using Power BI.
- Performed routine database maintenance and quality checks for Commercial Share Point.
- Worked closely with external consultant such as McKinsey, EY, Oliver Wyman to develop business model and strategies.

CAREER HIGHLIGHTS

- Malaysia Airlines Excellent Star Employee for Team Revenue Performance.
- Led pricing activities for Australia/NZ market under Malaysia Airlines as part of the project launch for PROS cloud-based Revenue Management Advantage system aimed at process automation to improve fare valuation, algorithmic forecasting, and network optimization. As a result, the project contributed towards an 8.7% passenger revenue increase and a 7% yield increase over the previous year performance.
- International Cargo Airline of the year for Qatar Airways in 2020.
- Participation in We Qare Cargo project launched by Qatar Airways to support Covid 19 relief efforts with 300 tonnes medical supplies transported at the start of pandemic on both scheduled and charter services.
- Developed Horizontal Fare Family product brand to enhance commercial product flexibility for Australia/NZ market under Malaysia Airlines.

TRAINING AND COURSES

- Airline Passenger and Cargo Business Course
- SITA Airfare Insight
- Microsoft Power BI
- CROAMIS Freighter Revenue Management System
- IBM: Data Science Professional Certificate
- The Complete SQL Bootcamp 2021: Go from Zero to Hero
- Optimization with Python: Solve Operations Research Problems
- Udemy: Ultimate AWS Certified Cloud Practitioner - 2022
- Udemy: Tableau Data Analyst & Specialist Certifications
- DeepLearningAI: Deep Learning Specialization (in progress)

REFERENCES

Available upon request