

# SAKINA ARIWALA



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## CAREER SUMMARY:

Data scientist, passionate about leveraging data to drive insights and solve complex business problems. A collaborative team player skilled in Python, Statistics, MySQL, ML and Tableau. Committed to helping companies advance by assisting them to develop strategic plans based on predictive modeling and findings.

## WORK EXPERIENCE:

### Perception and Quant

#### Content Researcher

January 2024 - Present

- Effectively coordinated with clients to understand their needs and preferences, ensuring **client satisfaction** and retention.
- Conducted thorough **tracking** and **research** of automobile news to ensure accurate and up-to-date information and deliver it to clients in a timely manner.
- Generated and **analysed** daily media report and daily coverage reports to assess the effectiveness of media outreach strategies and trends in the automotive industry.
- Facilitated seamless **communication** between clients and the internal team, ensuring all deliverables met client expectations.
- Provided **training** and **mentorship** to 3 team members, enhancing their skills in research, tracking, and **client communication**, contributing to team efficiency and effectiveness.

## EDUCATION:

PGP in Machine Learning and Data Science | **NIIT Pvt Ltd**

July 2022 - Dec 2022

Bachelor's in Commerce | **K.P.B Hinduja College of Commerce**

June 2019 - June 2022

Higher Secondary Certificate | **B.M Ruia**

June 2017 - June 2019

## PROJECTS:

### Amazon Product Review Analysis

- A model was constructed using 5 million reviews, employing **NLP** tools and **logistic regression** to predict customer sentiment towards Amazon products achieving an average accuracy of **93%**.
- Used **Time Series** to forecast the future of most and least popular categories to optimize inventory management
- Tools used: **Pandas, Tableau, NLTK, statsmodels, numpy, spacy, sci-kit learn, TextBlob, re, flask, matplotlib, wordcloud**

### Customer Segmentation

- Segmented customers based on spending habits for more personalized targeting of product and offers
- Tools used: **Pandas, numpy, matplotlib, sci-kit learn, seaborn**

### Order Management

- Designed and deployed a comprehensive order management system from start to finish, utilizing SQL.
- This involved creating a database to house customer, product, and order details, and leveraging SQL queries and stored procedures to efficiently retrieve and manipulate data.

## SKILLS:

- MYSQL, Python, Tableau, Microsoft Excel, Pandas, NumPy, Seaborn, Matplotlib, Scikit learn, Data Cleaning, Data Wrangling, Statistical Analysis, Exploratory Data Analysis, Predictive Modelling, Time Series Modelling, Unsupervised Machine Learning, Supervised Machine Learning

## HACKATHONS

- Analysis of Automotive Sales | EDA using Tableau
- Brazil Housing | EDA using Python
- Motion picture data analysis | SQL