NUJOUM UNUS

San Diego, California   (858) 257-8091   linkedin.com/in/nujoum-unus nunus@ucsd.edu

EDUCATION

Master of Science in Business Analytics, Rady School of Management   12/2025
University of California, San Diego, CA
GPA 3.32

- Relevant Courses: SQL & ETL, Business Analytics, Customer Analytics, Unstructured Data, Scalable Analytics, Web Mining and Recommender Systems, Collecting & Analyzing Large Data, Business Intelligence Systems

Bachelor of Technology in Computer Science and Engineering   06/2023
A.P.J. Abdul Kalam Technological University, Kerala, India

- GPA 3.42

EXPERIENCE

Teaching Assistant, Rady School of Management, UC San Diego   01/2025 - 03/2025
MGTF 417: Professional Communication in Finance

- Reviewed and refined 90+ financial reports and presentations across three classes, enhancing clarity, structure, and storytelling for data-driven decision-making
- Graded assignments and gave actionable feedback to improve student business communication and analytical presentation skills

Automation and Validation Engineer, TATA ELXSI LTD., Kerala, India   11/2023 - 05/2024

- Awarded 'Rising Star' as top-performing fresher among 60 trainees for outstanding impact
- Developed AI-powered UML generation prototype using LLMs, AWS SageMaker, and Python GUI to automate UML creation and enhance software documentation efficiency
- Earned recognition at GenAI Hackathon 2024 for innovation and business impact
- Recognized as 'Idea Champion' for leading an innovation pitch to stakeholder approval

PROJECTS

Fast-Food Chains Analysis, Rady School of Management, UC San Diego   09/2024 - 12/2024

- Analyzed 650K+ customer reviews using text mining & NLP to extract sentiment trends and consumer behavior insights
- Provided business recommendations through market segmentation & competitor benchmarking using Python

YouTube Trends BI Dashboard, Rady School of Management, UC San Diego   09/2024 - 12/2024

- Developed an interactive BI dashboard using Tableau, SQL, and Python to analyze YouTube engagement trends and revenue performance
- Identified audience retention & monetization drivers, and recommended content strategies to increase engagement

Job Recommender System, Rady School of Management, UC San Diego   09/2024 - 12/2024

- Developed machine learning-based job recommendation system using TF-IDF, BERT, and Cosine Similarity
- Processed 1.6M+ job postings, improving relevance in automated job-matching systems

SPECIALIZED SKILLS

- Business & Marketing Analytics: Customer Segmentation, A/B Testing, Churn Prediction, CLV Modeling
- Data Analysis & Visualization: Tableau, SQL (Advanced), Python (Pandas, NumPy, Matplotlib), Excel
- Predictive Modeling & Machine Learning: Regression, Classification, Recommender Systems, Text Analytics
- Big Data & Cloud Tools: Apache Spark, PySpark, AWS (EMR, SageMaker)

PROFESSIONAL AFFILIATIONS & LEADERSHIP

- Vice President of Web Design: Rady Marketing Association   10/2024 - Present
- Co-Director of Marketing: Women of Rady   10/2024 - Present