

NUR SAFIYYAH INSYIRAH NORDIN

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SUMMARY

Final-year Intelligent Systems Engineering student (**CGPA 3.72/4.00**) with 5 months of Product Analytics internship experience at **Jobstreet by SEEK**. Experienced in SQL query optimization, Tableau dashboard development, and metric validation, reducing dashboard load time by 70%+ through systematic query consolidation. Seeking **Data Analyst / Business Intelligence (BI) Analyst / Analytics Engineer** roles starting **April 2026**.

CAREER HISTORY

Product Analytics Intern

Jobstreet by SEEK | Kuala Lumpur, Malaysia

Sep 2025 – Mar 2026 (Expected)

Career Hub Dashboard Optimisation (Databricks Dashboard)

- **Improved dashboard performance** by **70%+** by consolidating **21 SQL queries into 6**, reducing compute load and improving usability for 100+ internal users
- Migrated dashboard logic to more fit-for-purpose analytical datasets and validated outputs to improve performance and maintainability

Skills Content Ops Dashboard (Tableau)

- Built an **end-to-end Tableau dashboard** for content operations using a two-model approach (activation/drivers + depth metrics) aligned to reference dashboards
- Implemented calculated fields, parameters/filters, drill-down views, and a KPI glossary to enable daily KPI monitoring, content performance analysis, and stakeholder self-service.

Ad-hoc Analysis & Stakeholder Support

- **Delivered ad-hoc analyses** on job seeker behavior and content engagement by translating business questions into SQL across multiple sources and documenting assumptions

PMR AI Agent (In Development)

- **Prototyping a Python-based AI assistant** that uses Spark SQL to query internal reporting datasets and draft monthly PMR insights by referencing historical report structure, reducing repetitive manual analysis for senior analysts

Career Hub Knowledge Base Documentation (Confluence + Miro)

- Developed centralized knowledge base documenting 5 dashboards and ~19 data sources with data flow diagrams and standardized metric definitions, reducing knowledge silos while improving team onboarding

SKILLS

SQL & Data Analysis: SQL (CTEs, Joins, Subqueries, Query Optimization) • Excel (Pivot Tables, Data Analysis) • ETL Processes

Visualization & BI: Tableau (Dashboards, Custom Calculations, Data Modeling) • PowerBI

Programming: Python (Pandas, TensorFlow/Keras, Flask) • HTML/CSS/JavaScript • R

Tools & Platforms: Git • Databricks • AWS (Trained) • Confluence • Jira • Miro • Figma

EDUCATION

Bachelor of Information Technology (Intelligent Systems Engineering) (Honours) | Universiti Teknologi MARA (UiTM), Shah Alam, Selangor

CGPA: 3.72/4.00 | Expected Graduation: Feb 2026

Foundation in Engineering

Universiti Teknologi MARA (UiTM), Dengkil, Selangor

CGPA: 3.89/4.00

ACADEMIC PROJECTS

HomeCheck: Home Inspection Assistant using Machine Learning | Nov 2024 – Jul 2025

Final Year Project | Python, CNN, Tensorflow/Keras, Flask, HTML, CSS, Javascript |

GitHub: github.com/safiyyahsy/homecheck-ml

- Developed CNN-based image classification model to identify common home defects, achieving 98% accuracy using MobileNetV2 architecture
- Curated and preprocessed dataset of 10,000+ images with augmentation techniques to improve model robustness
- Deployed model via Flask web application with responsive interface for user-friendly defect detection

Malaysia Population Forecasting | R

- Developed R scripts for Holt's Method and ARIMA models on 55 years of population data
- Conducted stationarity testing (ACF/PACF), model comparison using AIC, and forecasting with confidence intervals
- Implemented Log ARIMA(0,2,0) as optimal model for 12-year population trend forecasting

U.S. Housing Price Index Forecasting | R

- Coded multivariate linear regression model in R to predict housing prices using economic indicators (SPI, RDI, lagged variables)
- Implemented log transformation, VIF testing for multicollinearity, and residual diagnostics for model validation
- Delivered model achieving **Adjusted R² of 0.9988** with statistically significant predictors

Sentiment Analysis on Restaurant Reviews | Python, RapidMiner

- Developed Python web scraping pipeline using Playwright to extract 686 Google Reviews with ratings and text content
- Delivered cleaned dataset used in sentiment modeling that achieved **98.83% SVM accuracy** with SMOTE balancing

Airline Passenger Satisfaction Dashboard | PowerBI, Excel, WEKA

- Developed interactive PowerBI dashboard analyzing 129,880 passenger records with 15+ visualizations across 5 report pages
- Identified key service gaps in Wi-Fi, online booking, and food quality for Economy Plus passengers through KPI analysis

CERTIFICATIONS

AI in Application Design | ASEM | Issued: October 2024

- Covered Generative AI concepts, OpenAI API integration, prompt engineering
- Built AI-powered applications using Streamlit, Replit & API integrations

DATABASE PROGRAMMING WITH SQL | Oracle APEX | Issued: 2023

- Advanced SQL query optimization including SELECT, JOIN, GROUP BY, CTEs, nested queries, stored procedures, and user-defined functions

DATABASE DESIGN | Oracle APEX | Issued: 2023

- Relational database design, ERD creation, normalization (1NF-3NF), business rules, and schema development

LEADERSHIP & ACTIVITIES

Year-End Party Committee (Mini Games), Jobstreet by SEEK | Dec 2025

- Coordinated pre-event mini games and materials procurement; executed on-the-day facilitation for ~400-person corporate event

SULAM: Ethical Considerations in the Use of Gen AI in Education (UiTM x Sriwijaya University) |

Jun 2025

- Managed vendor liaison and catering logistics for ~50-attendee international academic conference

LANGUAGES

English, Malay

REFERENCES

Alice Chong | Senior Product Data Analyst, Jobstreet by SEEK | Direct Supervisor

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Nur Khairunnisa Abdul Rahimi | Senior Data Analyst, Jobstreet by SEEK | Team Mentor

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Dr. Mohd Razif bin Shamsuddin | Senior Lecturer, UiTM | FYP Supervisor

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