

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 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. Oracle-certified in Database Programming and Design. Seeking **Data Analyst** or **Business Intelligence (BI) Analyst** role starting **April 2026**.

CAREER HISTORY

Product Analytics Intern

Jobstreet by SEEK | Kuala Lumpur, Malaysia
Sep 2025 – Mar 2026 (6 months)

- **Optimized 21 underperforming SQL queries to 6 high-performance queries** using CTEs, eliminating redundant joins and reducing dashboard load times by 70%+ for 100+ Databricks users
 - **Developed end-to-end Tableau dashboards** for product and content teams, designing data models, implementing automated data refreshes, and creating interactive visualizations that drove product decisions.
 - **Migrated Career Hub dashboard queries from generic tables to purpose-built tables**, improving query efficiency and minimizing impact on shared data resources across analytics teams
 - **Delivered ad-hoc analysis** for stakeholders on job seeker behavior and content engagement metrics, translating complex business requirements into SQL queries across multiple data sources.
 - **Created comprehensive data documentation** including data flow diagrams, metric definitions, tracking logic, and knowledge base articles, improving team onboarding and reducing repetitive questions
 - **Built custom Tableau calculations and visualizations** based on Senior Data Analyst requirements for candidate engagement tracking and Career Hub analytics
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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) • Data Visualization

Programming: Python (Pandas, TensorFlow/Keras, Flask) • Databricks • R (Basic)

Tools & Platforms: Confluence • Jira • Miro • Git • Figma

Other: Microsoft Office 365 • Web Design (HTML/CSS/JavaScript)

EDUCATION

Bachelor of Information Technology (Intelligent Systems Engineering) (Honours) from

Universiti Teknologi MARA (UiTM) | **CGPA: 3.72/4.00**

Expected Graduation: Feb 2026 | Available: April 2026

HomeCheck: Home Inspection Assistant using Machine Learning

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

- 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

GitHub: github.com/safiyyahsy/homecheck-ml

CERTIFICATIONS

DATABASE PROGRAMMING WITH SQL | Oracle APEX | Issued: 2024

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

DATABASE DESIGN | Oracle APEX | Issued: 2024

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

English, Malay
