# SAFURA ATEEQ

Website: safuraateeq.github.io | Email: safura.ateeq@gmail.com | linkedin.com/in/safuraateeq/

## EDUCATION

**Birla Institute of Technology & Science, Pilani** – GPA: **8, First Division**        *Dubai, UAE*
Bachelor of Engineering in Computer Science        *September 2022*
*Emphasis*: Data Science & Business Analytics

## EXPERIENCE

**Merck & Co. Inc**        *Dubai, UAE*
*Business Operations & Marketing Intern*        *June 2021 – January 2022*
- Designed more than 10 web pages using WordPress and managed the regional website (Middle East).
- Prepared Key Performance Indicator reports i.e. Sales-out & HUB+ for business reviews on a monthly basis using Microsoft Excel.
- Created & revamped more than 5 SharePoint pages.
- Handled tasks related to Customer Relationship Management using Salesforce CRM tool for G&L countries including database management and enhancement.
- Coordinated various small-scale cross-functional projects across different business units e.g. content and product catalogue creation.

**Lock&Stock**        *Dubai, UAE*
*Data Scientist*        *May 2020 – September 2020*
- Built a Recommendation Engine using K-Means Clustering for over 40K+ students across the world for personalised universities offering scholarships from over 600+ university choices.
- Built an AI contextual chatbot using RASA Framework for the scholarship's product with sufficient training examples using FAQs.
- Created models to predict user behaviour and activity based on business cases.
- Produced reports with data visualisations.

**TechRobotix**        *Dubai, UAE*
*Web Development Intern*        *June 2020 – August 2020*
- Developed a website for the company's page using HTML, CSS, JavaScript & Bootstrap.
- Created a database of CTOs & IT professionals in the Systems Integrator domain in Africa.

## LEADERSHIP & INVOLVEMENT

**Microsoft Tech Club**        *Dubai, UAE*
*Executive of Marketing*        *August 2020 – August 2021*
- Worked on Digital Marketing of coding events.
- Built up social media presence & increased interactivity by starting two series.

**Flummoxed, Quizzing Club**        *Dubai, UAE*
*Treasurer & Content Creator*        *July 2020 – July 2021*
- Managed finances for events held.
- Led a marketing team.

## SKILLS & INTERESTS

- **Applications:** Microsoft Office, Power BI, Salesforce, JIRA, Bootstrap, MATLAB, HUB+, VeevaPromomats.
- **Operating Systems:** Linux, Windows, macOS, Ubuntu.
- **Languages:** English (Bilingual), Arabic (Conversational), Urdu (Native)
- **Skills:** Python (Excellent), Linux (Excellent), Java (Excellent), SQL (Excellent), Web Design (Proficient), C++(Proficient), C(Proficient)

## RECOGNITION

**McKinsey Forward Program**        *Jeddah, KSA*
*Global Program for Young Talent to be trained by McKinsey & Co.*        *Present, November 2022*
- Forward, offered by McKinsey, is a six-month online learning journey that equips young talent with must-have practical skills to help them succeed in the future of work. It focuses on critical leadership, business, and digital skills that are relevant and transferable across industries and roles.

**Facebook Artificial Intelligence Camp**                                                                    *Dubai, UAE*
*National Program for Artificial Intelligence & Facebook*                                        *August 2021*
- One of the 50 students in UAE to be selected by the National Program for Artificial Intelligence in the UAE, in close partnership with Facebook in the year 2021.
- Facebook AI Camp featured a two-week intensive course to train 50 students on topics at the core of Artificial Intelligence spanning from fundamentals to state of the art. Gained access to the Facebook leadership team, AI recruiters and the PyTorch Developer Day.

**Microsoft**                                                                                                               *Dubai, UAE*
*Microsoft Student Ambassador*                                                                               *July 2020*
- Selected as one of the Microsoft Student Ambassadors for UAE.
- Helped fellow students at BITS, Pilani build their coding skills online with Microsoft Learn.

## PROJECTS

**Data Analytics & Visualization**                                                                           *Virtual*
*Accenture*                                                                                                       *November 2022*
- Performed Data Cleaning, Modelling & Visualization on BigData sets.
- Analysed content categories that highlighted the top 5 categories with the largest aggregate popularity.

**Analysis of Lead Automation for Real Estate Market**                                           *Dubai, UAE*
*BITS, Pilani Dubai*                                                                                      *January 2022 - May 2022*
- Created a web scraper to extract real time data from Instagram.
- Web scraped usernames & comments for custom hashtags to consolidate a merged dataset.
- Used predictive lead scoring on the custom dataset
- Developed an AI supported GUI.

**Simulating a Video Compressor using H.264 Codec**                                             *Dubai, UAE*
*BITS, Pilani Dubai*                                                                                      *January 2022 - May 2022*
- Extensive research on video compression strategies.
- Compared two video compression strategies to fetch efficient results on a large raw video file using FFMPEG.

**Data Security Algorithm Testing in Cloud Computing**                                          *Dubai, UAE*
*BITS, Pilani Dubai*                                                                           *September 2020 - December 2020*
- Comparing AES, DES, RSA, Diffie Hellman, Blowfish, Hybrid_1(FibBil Algorithm), Hybrid_(SE_PKE Algorithm) cryptography algorithms.
- Computed their performance on the basis of timing for encryption & decryption of each algorithm.

**Machine Learning for Images**                                                                           *Dubai, UAE*
*BITS, Pilani Dubai*                                                                           *September 2020 - December 2020*
- Compared four Machine Learning Classification models on the basis of 'Accuracy'. Stochastic Gradient Descent, Support Vector Machine, K-Nearest Neighbors and Ensemble Classifier on the basis of 'Accuracy' on the COCO dataset sponsored by Microsoft with 5000+ images & 80+ classes.

**Data Mining to Detect Depression**                                                                     *Dubai, UAE*
*BITS, Pilani Dubai*                                                                           *September 2020 - December 2020*
- Compared four Machine Learning models: K-Means Clustering, Naive Bayes Classifier, Logistic Regression, Random Forest Classifier on the basis of 'Precision', 'Recall', 'F1-Score' & 'Accuracy' on a dataset collected with an examination for depression.

**AI Chatbot**                                                                                                          *Dubai, UAE*
*Lock&Stock, Dubai*                                                                          *June 2020 - September 2020*
- Built an AI Contextual chatbot using RASA framework for the scholarship's product with sufficient training examples of FAQs by using a variety of machine learning pipelines that classifies user intents & responds accordingly.

**Recommendation Engine**                                                                                   *Dubai, UAE*
*Lock&Stock, Dubai*                                                                             *May 2020 - July 2020*
- Built a Scholarship Recommender Engine for the product targeting users to assist them with respect to applications to universities & providing them with scholarships using unsupervised learning, K-Means Clustering algorithm. In addition to this the universities recommended were ranked based on popularity. These rankings were specifically tailored for each user depending on the demographics and previous choices. The model was deployed using AWS on an EC2 instance, and the results were pushed into the database using MySQL connector.