Sanam Sabooni

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OBJECTIVE:

Data Science professional with a robust background in leveraging analytics to optimize marketing strategies and drive impactful business results. Proficient in utilizing tools like Python, SQL, Scala, Tableau, and Power BI to translate complex data into actionable insights. Experienced in project management, machine learning, and fostering cross-functional collaboration to enhance customer journeys and operational efficiency.

PROFESSIONAL EXPERIENCE:

Data Analyst
Prudential
Jul 2024 - Present

- Conduct comprehensive data analysis to optimize workload distribution, ensuring efficiency and timeliness in task assignments.
- Developed and implemented reporting mechanisms to monitor and evaluate job completion rates, resulting in the recovery of a project that was 60 days behind schedule.
- Collaborated with cross-functional teams to assess and adjust work assignments, improving overall workflow and meeting deadlines.
- Utilized advanced analytical techniques to identify trends, forecast workload requirements, and enhance operational efficiency.

External contractor - Data Scientist
HOLOS, SA
Oct 2019 - Dec 2023

- Developed and implemented machine learning algorithms to optimize risk assessment and predictive modeling in insurance data, resulting in a 35% reduction in claims processing time and a 20% improvement in identifying fraudulent activities.
- Analyzed data to identify client attrition using Python libraries such as Scikit-Learn and Actuarial Mathematics, providing insights to inform strategic decisions and business initiatives, leading to a 10% increase in predictive accuracy.
- Modeled the Logistic Regression algorithm to discern contracts with a 25% higher likelihood of non-renewal, tuning a complex model to improve performance and enable proactive decision-making in contract management.
- Successfully decreased the insurance company's attrition rate by 5%, exemplifying effective retention strategies and enhanced customer satisfaction.

Data Scientist
Borna Noavaran Pouya
Oct 2015 – Apr 2017

- Developed and deployed machine learning models, boosting customer retention by 25% and reducing churn by 18% through targeted campaigns.
- Automated data pipelines and reporting processes, cutting manual work by 60% and reducing data errors by 33%, improving overall operational efficiency.
- Led a cross-functional project to build a recommendation engine that increased average order value by 22% and drove a 30% increase in upsell rates.

TOOLS:
MS Office (Word, Excel, Access, PowerPoint, Outlook), Python, SQL, Tableau, Power BI, and Orange.

ML Models:
Linear Regression, Logistic Regression, Decision Trees, Random Forest, Support Vector Machines (SVM), K-Nearest Neighbors (KNN), Naive Bayes, Neural Networks (Deep Learning).

EDUCATION:

- **Master of Science, Computer Science (MSCS)** (2022 - 2023)
  California State University Northridge

- **Bachelor of Computer Engineering** (2015 - 2018)
  Azad Tehran University– Iran

HONORS & AWARDS:

- Graduated with Distinction, Master of Science in Computer Science (MSCS)
  University: California State University Northridge
  Year of Graduation: 2023

- Highest GPA in Bachelor's Program
  University: Azad Tehran University
  Year of Graduation: 2018

- Member, Iran National Elite Foundation
  Year of Membership: 2017

- Mathematics Olympic Winner
  Year: 2001