

Sabirah Suhaimi

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PORTFOLIO

<http://bit.ly/4Idth8k>

SKILLS & INTERESTS

Skills: Rhino | Revit | Adobe Photoshop | Adobe Illustrator | Google Workspace (Gmail, Drive, | (APP) Procreate, InShot, Capcut, Tiktok, Instagram, Discord, Reddit |

Tech Stack: Pandas, NumPy, Matplotlib, Seaborn, Scikit-Learn, Python, Tableau Public, VS Code & Terminal, SQLite, Github

EDUCATION

Launchcode: Data Analysis Pathway

Saint Louis, Missouri

Part-time educational tech training for nontraditional students.

May 2024-Dec 2024

- Gained experience in data collection, cleaning, and transformation using tools like Excel, SQL, and Python, enabling effective data manipulation and analysis
- Enhanced problem-solving abilities by applying analytical techniques to business problems and improved communication skills for effectively presenting findings to stakeholders
- Learned statistical techniques to interpret data patterns and trends, as well as how to use visualization tools like Tableau or Power BI to create compelling data stories and dashboards
- Developed a Capstone Project on retail store performance through key metrics like sales trends, product categories, and regional profitability. Utilized Python to clean data and conduct exploratory data analysis and created an interactive Tableau Dashboard.

Bachelor of Science Major in Architectural Studies

Champaign, IL

University of Illinois at Urbana-Champaign

Aug 2017-Dec 2021

PORTFOLIO

Heart Disease Prediction— Personal Project

- Cleaned and prepared real-world heart disease data
- Performed exploratory analysis using Python and SQL
- Created visualizations to understand trends and correlations
- Built logistic regression model to predict heart disease severity
- Identified features with the strongest influence on predictions
- [GitHub](#) | [Tableau](#)

Paysim Fraud Detection Analysis— Personal Project

- End-to-end cleaning and exploratory data analysis on the PaySim dataset, a synthetic simulation of mobile money transactions
- Identified transaction patterns, detected unusual behavior, and explored characteristics of fraudulent activity.
- Key Findings

- Fraudulent transactions only occur in transfer and cash out types.
- Most flagged frauds are not actually fraudulent, showing a gap in detection precision.
- Total number of frauds is low (~0.13%) and involves large transaction amounts.
- [Github](#) | [Tableau](#)

Retail Business Impact — LaunchCode Capstone Project

- The project predicts department-wide sales for 45 retail stores using historical data and provides data-driven recommendations for optimizing sales strategies based on the largest business impacts.
- Built data preprocessing pipelines to handle missing values, including NA data for missing store features and markdowns, ensuring accurate model inputs
- Designed a model to assess the influence of holiday weeks, CPI, Unemployment, Fuel Prices, and Temperature on weekly sales through a dashboard.
- [Tableau](#)

CERTIFICATES AND LICENSES

New York Jobs CEO Council: Financial Analyst <i>Forage, a virtual work experience program for entry-level job seekers</i>	Virtual Experience Certificate <i>Issued May 2025</i>
<ul style="list-style-type: none"> • Gained hands-on experience simulating real-world financial analyst tasks, focusing on financial analysis, Excel, problem-solving, and communication. • Developed key analytical and technical skills to support entry-level roles in finance, consulting, banking, and sales analysis. 	
Sydney Romantics's Branding & Design <i>Forage, a virtual work experience program for entry-level job seekers</i>	Virtual Experience Certificate <i>Issued Aug 2024</i>
<ul style="list-style-type: none"> • Learned the design process including critiquing product design, proposing new design ideas, and using mood boards to communicate creative proposals. • Developed digital marketing skillsets by identifying suitable influencers, creating social media content, and understanding the significance of community engagement and events for brand growth. 	
Lululemon Virtual IDEA Global Omnichannel Marketing <i>Forage, a virtual work experience program for entry-level job seekers</i>	Virtual Experience Certificate <i>Issued May 2022</i>
<ul style="list-style-type: none"> • Implemented project management, market research, product development, user research, and design thinking skillsets to develop an integrated marketing plan. • Development of a creative brief and digital product conceptual design based on student's product idea. 	

SOCIAL MEDIA MANAGEMENT

Content Creator, Film Director, and Social Media Manager <i>Instagram and Tiktok Creator @sarchiart</i>	Remote <i>August 2016-CURRENT</i>
<ul style="list-style-type: none"> • Create, develop, and launch entertaining and educational digital art content through long and shortform video content and visual carousel content. • Research and utilize data analytics to produce, film and edit content through Capcut, Inshot and Photoshop applications to provide relatable content a small community. • Demonstrate skillset through consistent 3k-55k views on short-video content and a singular post with 132k views on Instagram. 	