SARNIA SULAIMAN

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EDUCATION

MCMASTER UNIVERSITY
Bachelor of Science, Physics
2013-2017

TECHNICAL SKILLS

Python

SQL

Cloud Computing (AWS)

Machine Learning

Scikit-learn

NLP

TensorFlow

Keras

Data Modeling

CAREER OBJECTIVE

Highly capable Data Scientist with over 2 years of experience in technology and finance, seeking to transform your company's advanced analytics capabilities through developing innovative data products and solutions

EXPERIENCE

DATA SCIENTIST
Trufan Feb 2021 - Present
- Performed exploratory data analysis using multiple sources of data (user behavioral, first party, conversion funnel and web scrapers)
- Developed an NLP model (using NLTK, genism, spaCy, LDA) which extracts keywords and named entities from social media profiles and uses topic modeling to segment users by their hobbies and interests.
- Deployed MySQL server applications through Docker, and built a pipeline to query elastic search data using Kibana

DATA SCIENCE CONSULTANT
Freelancing 2020 - Present
- Worked independently, and also as part of a team, to identify new opportunities for using data analytics to solve key business problems
- Developed end-to-end ML models and deployed them in production using Docker and Apache Spark
- Improved upon existing methodologies by developing new data sources, testing model enhancements, and fine-tuning parameters

Stream Hatchet
- Monitored digital gaming and e-sports market and industry trends to best understand the needs of streamers and advertisers
- Queried large datasets on AWS, containing minute-level streaming data from Twitch, to analyze gaming top streamers and their audience's viewership behaviour
- Developed an audience segmentation model (using k-means, PCA, UMAP, HDBScan), which segments Twitch viewers high or low engagement users based on user behavioural data

BUSINESS ANALYST
Royal Bank of Canada 2018 - 2020
- Collaborated with UX designers and product owners to drive new products and enhancements within the RBC mobile banking app.
- Led the development of various large-scale projects, such as the "auto- check deposit feature" and "Bill Pay" tool, which reached over 3M users.
- Applied analytical methods to understand the user's journey across the app, and used behavioral data to optimize specific areas of improvement.
- Translated business requirements, created user stories and acceptance criteria, and managed the team's backlog and project pipeline using Agile methodologies