

# GULNAZ BAZARBAEVA

Associate Data Scientist

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## OBJECTIVE

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Aspiring Data Scientist with a Masters in Data Science and extensive experience in machine learning, statistical analysis, and data visualization. Skilled in utilizing Python, R, and SQL to solve business problems and deliver insights. Adept at developing predictive models, analyzing data trends, and providing actionable recommendations to stakeholders.

## EXPERIENCE

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### Machine Learning Project

2023

University of Essex: Project on the intersection of FinTech and Machine Learning

- Implemented and validated machine learning models (SVM, Prophet, LSTM) using Python to predict prices, incorporating big data and statistical methods for enhanced accuracy.

### Data Analyst

June 2021 - Sep 2022

Smart Satu Global - B2B SaaS for FMCG manufacturers

- Conducted comprehensive data analysis using Python and R, leading to a 23% reduction in marketing expenses, saving \$10,000. Developed and maintained reusable data integration scripts to optimize performance and reduce redundancy.
- Leveraged R and SQL for data cleansing and analysis, improving customer segmentation accuracy by 35% and enhancing targeted marketing strategies.
- Enhanced in-App payments by 10% through strategic data exploration.

### Co-founder and CEO

May 2020 - May 2021

Profmentors.com - EdTech social startup

- Engineered codebase, leading a team of 4 developers & achieving 10x cost-effective customer acquisition.
- Secured \$30,000 investment by winning EU startup competition.

### Data Analyst

Sep 2019 - May 2020

PricewaterhouseCoopers - Business Advisory Services

- Developed audit automation solution with 100% accuracy and 40% audit duration reduction.
- Implemented Power BI dashboard, improving operational efficiency by 20%.

## EDUCATION

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### Master of Data Science, University of Essex

April 2024

- Relevant Coursework: Data analysis and statistics with R, Artificial Intelligence and Machine Learning, Databases and data processing with SQL, Modeling Experimental and Observational data

### Bachelor of Economics and Business, Kazakh-British Technical University

- Relevant Coursework: Statistics, Information Technology, Calculus, Project Management

## SKILLS

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### Technical Skills:

- Programming languages: Python, R, SQL Database Technologies: NoSQL, SQL
- Data visualization tools: Tableau, Power BI
- Machine Learning Advanced Analytics: SVM, LSTM, Prophet, KNN, TensorFlow, Scikit-learn