SAMRA ROOHI

Senior Data Analyst - Data Science
(Experience- 2 years 6 months)

+91 9756037586 ☎
samraroohi4@gmail.com ✉
www.linkedin.com/in/samraroohi in
Moradabad, Uttar Pradesh ⌂

PROFESSIONAL SUMMARY

With over 2.5 years of expertise in Data Science and Analytics, I excel as a Senior Data Analyst at Tiger Analytics, adept at data collection, cleansing, feature engineering, model building, model optimizing, and crafting impactful visualizations and reports. With recognized proficiency in Python, SQL, data mining, and data visualization, along with formal training in PowerBI, Git, GitHub, and Azure Databricks, I am instrumental in model building, data analysis, and predictive analytics. My exceptional communication and collaboration skills foster seamless cross-functional teamwork, contributing to the organizational success. I am eager to leverage my capabilities and contribute effectively to a dynamic team environment for mutual growth and success.

SKILLS

- Programming: Python, SQL
- Python packages - NumPy, Pandas, Sklearn, Seaborn, Matplotlib
- Data Mining
- Data Visualization
- Data Analysis
- Data Extraction, Transformation & Loading
- Data Science,
- Machine Learning
- ML Algorithms - Linear Regression, Logistic Regression, SVM, Decision-Trees, Bagging and Boosting Techniques
- MS Excel, MS Word, MS PowerPoint
- Good Analytical Skills, Interpersonal Skills, and Presentation Skills.
- Data Visualization: PowerBI
- Git, Github
- Azure Databricks
- Model Building
- Statistical Techniques

AWARDS & CERTIFICATIONS

- 2017: Awarded with Gold Medal in Diploma in Information Technology
- TAMLEP Foundations (Tiger Analytics Machine Learning Engineering Programme)- Tiger Analytics (Credential ID 393906573572)
- Microsoft Power BI Desktop for Business Intelligence- Udemy (Credential ID UC-57fbcb1c-d558-4b4d-8482-a8ee753ef1c6)

EDUCATION

BTech in Computer Engineering

Aligarh Muslim University
2017-2021
8.85 CPI

PROFESSIONAL EXPERIENCE

Tiger Analytics

Senior Data Analyst - Data Science| July 2023 - Present
Marketing Spend Attribution:

- Developed and implemented media attribution models to optimize ad spend and drive ROI improvement.
- Utilized saturation curves and scenario planners to analyze the impact of different advertising channels on sales volume.
- Trained machine learning models to predict sales volume based on ad performance metrics such as clicks, impressions, price, and discounts.
- Predicted both base sales and incremental sales, enabling better resource allocation and budget planning.
- Evaluated model performance using metrics such as R-squared (RSQ) and Mean Absolute Percentage Error (MAPE), maintaining performance standards of RSQ greater than 80% and MAPE less than 15%.
- Collaborated closely with cross-functional teams to interpret model results and derive actionable insights for decision-making.
- Successfully implemented recommendations from the media attribution models, resulting in improved marketing ROI and enhanced overall business performance.

Pricing and Promotion Optimization:

- Collaborated with a CPG client to craft Trade Promotion Optimization models at the SKU level.
- Conducted an exhaustive Exploratory Data Analysis to uncover insights and detect key patterns and outliers.
- Engineered critical features to boost model accuracy and enhance predictive capabilities.
- Deployed various machine learning models, including pooled, Lasso, and Bayesian, while adhering to stringent performance standards (Rsq > 70%, MAPE < 20%).
- Computed lift and elasticity, providing actionable insights to fine-tune pricing and promotional strategies, leading to a positive impact on profitability.

Data Analyst - Data Science | Mar 2022 - July 2023
One Demand Data Analytics:

- Sustained support for various tools, encompassing pricing insights, profit pool analysis, pricing simulator, promo insights, and promo simulator.
- Revitalized data sources and machine learning models on a quarterly basis.
- Optimized data refresh processes,
- Executed quality checks to fortify data integrity and reliability, ensuring confidence in decision-making.

Diploma in Information Technology

Aligarh Muslim University
2014 - 2017
Ranked 1st

Marketing Spend and Targeted Promotions:
- Applied uplift modeling to pinpoint persuadable customers, leading to a reduction in marketing expenditures, the optimization of the marketing strategy, and an improvement in ROI.
- Executed a comprehensive analysis to attain insights, gauge the treatment's impact, discern different customer segments, and uncover outliers.
- Attained Precision and recall rates of approximately 80%.
- Engineered and derived insights to quantify the treatment's effects.

Digilytics AI

Data Science Intern | Dec 2021 - Mar 2022
- Performed preprocessing of structured and unstructured data.
- Analyzed PDF files to uncover trends and patterns for data extraction.