Nabila Masud Shamma

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Highly logical, focused, and certified entry-level data analyst professional with graduate-level training in advanced statistics and predictive modeling, Intermediate to an advanced level programmer in SQL, SAS, Python, and R. Advanced data visualization training using Tableau and Power BI. No sponsorship required as I already have work authorization.

TECHNICAL SKILLS & ABILITIES

- SAS (Enterprise Miner and Viya), R, and Python
- Tableau, Power BI for data visualization
- Intermediate level SQL programming and database query (Oracle DBA, SSMS)
- MS Office: Advanced Excel, Access, Word, PowerPoint, Visio
- Statistical Analysis: ARIMA time series forecasting, Neural Network, Machine Learning (Clustering, Recommendation System, Pattern Recognition), Logistic Regression, etc.
- Software Development Life Cycle (SDLC), Project Management

EDUCATION

Master of Science (Business Analytics) --CGPA 3.913/4.0 University of Dallas, Irving, Texas   May 2020
Forecasting Method (Time Series Analysis R), Quantitative Method (SAS), Advance SAS (SAS), Economics,
Data visualization (Tableau), Predictive Modeling (R and Python), Advance business analytics, Programming Concepts (Python)Big data analytics, Business and society, Effective leader, Fundamental of management and strategy.

Bachelor of Business Administration (Human Resource Management and Marketing) --CGPA 2.86/4.0 North South University (NSU), Dhaka, Bangladesh   August 2015

EMPLOYMENT EXPERIENCE:

Junior Project Manager/Business Analyst- Plasma Computing Group, 06/20- Present, Dallas, Texas

- As a Project Manager and Business Analyst translated client requirements into deliverables like technical requirements, user stories, use cases to provide an easy implementation with robust and effective solution
- Created Standardized business, functional and technical requirement documents for business owners and developers to understand the client requirements and to reduce the implementation time.
- Responsible for managing and designing User Interface, workflow, and business model for enhancing and supporting the C2M® platform.
- Created screen flows, screen mockups, swim lane diagrams for business owners to help visualize the architected solution and demonstrate the business value.
- Responsible to lead and manage business teams and technical developers for successful deployment of applications and fulfilling requirements of business owners
- Responsible for UAT launch, triage and change requests for successful release and deployment of applications

Intern – (Human Resource Division) Building Resources Across Communities (BRAC),1st Rank NGO in world,05/2015 - 10/2015, Dhaka, Bangladesh

• Worked on various projects and prepared a detailed analysis report analyzing recruitment process, performance appraisal, and talent acquisition management processes using **SQL** and **Python** for Human Resource Division of BRAC.

PROJECT EXPERIENCE AT UNIVERSITY OF DALLAS:

- **Forecasting retail sales of Furnitures and Home Furnishing Stores of United States (MRTSSM442USS) from Federal Reserve Economic Data (FRED):** Time series analysis using R and ARIMA Model to forecast furniture and home furnishing stores of United States. Using Point Forecasts and RMSE (Root Mean Square Error) for forecast validation.

- **Used SAS Studio for forecasting task to create an ARIMA MODEL for Electronic Shopping and Mail Order houses (MRTSSM4541USN) of United States from Federal Reserve Economic Data(FRED):** Created the order of autoregressive part, the order of differencing, and the order of the moving average part of seasonal and non-seasonal model using ARIMA Model with the help of SAS Studio.
- **Used Tableau to analyze Demand Response Program of Utility Companies:** Used tableau for creating bar graphs, pie charts, stacked bars for storytelling and analyzing the Demand Response Program of Utility Companies and suggesting recommendations to improve the Demand Response Program.
- **Using Text Analytics to Analyze Customer Reviews of Best Buy and Amazon:** Used text analytics in tibble and tidy text format using R programming language to generate results of customers reviews of Best Buy and Amazon.
- **Used SAS for predicting analysis of Cancer Research:** Analysis of expenditures of cancer research using SAS Enterprise guide and SAS visual analytics.
- **Used Python to pull information and data from SQL Database:** Used Python and SQL to pull information of data of employees of an organization for a given project and analyzing and organizing the employee database.