LAILA AZIZI, MS

Fremont, CA | azizilaila03@gmail.com | linkedin.com/in/lailaazizi/ | lailaazizi.com

DATA SCIENTIST | DATA ANALYST | DATA ENGINEER

Optimizing data-driven strategies and improving system efficacy by utilizing statistical and software development skills

Analytical and insightful professional with over 3 years of experience in software development and data management, currently pursuing a Master's program in Statistics and Data Science. Proficient in leveraging programming skills in Java and Python to design and implement complex data structures and algorithms. Demonstrated success in debugging, troubleshooting, and elevating code optimization. Adept at creating interactive user interfaces and integrating dynamic functionalities, with hands-on experience in data analysis, memory management, and grid-based algorithms. Known for managing multifaceted technical projects, including multiplayer systems and mobile app development, while guaranteeing data processing and system reliability.

- **Data Structures & Algorithms:** Expertise in implementing and refining data structures and algorithms, such as hash functions, grid-based algorithms, and word searching.
- **Programming Languages:** Proficient in Java and Python, with experience in applying these languages to develop software solutions and manage data structures.
- **Debugging & Troubleshooting:** Skilled in identifying and resolving technical issues, ensuring reliable code performance through debugging and troubleshooting practices.

AREAS OF EMPHASIS

- Data Visualization
- Code Optimization
- Application Design
- Multiplayer Systems
- Data Pipeline Development
- Debugging, Troubleshooting
- Grid-Based Algorithms
- Interactive Design
- Predictive Modeling
- Software Development
- User Interface Design
- Dynamic Resizing

TECHNICAL SKILLS

Software: SQL, Java, Python, Swift, Rt, HTML/CSS, Linux
Developer Tools: Git, Visual Studio, PyCharm, IntelliJ, Eclipse, Anaconda

EDUCATION

Master's Program in Statistics and Data Science | California State University East Bay, CA, Present
Major: Computer Science, B.S (Major GPA 3.8) | California State University East Bay, CA, May 2023
Programming Coursework: Statistics, Linear Regression, Algorithms and Data Structures, Analysis of Algorithms, Artificial Intelligence, ANOVA, Software Engineering, Operating System, Computing and Responsibility

CAREER HIGHLIGHTS

- Designed and executed a streamlined process that reduced operational expenses by **20%**, boosting efficacy and elevating revenue.
- Championed a digital marketing strategy that improved SEO performance, achieving a **30%** boost in organic traffic.
- Implemented a bespoke customer support approach focused on resolving specific client problems, driving a **25%** increase in satisfaction ratings and enhancing overall customer experience.
- Resolved client issues promptly, contributing to a **15%** improvement in retention rates.
- Formulated and deployed a lead nurturing plan with customized solutions, yielding a **20%** increase in qualified leads and strengthening long-term relationships.
- Deployed an automated reporting system that integrated data from various sources, cutting manual reporting time by **50%** and freeing up **20** hours per week for team members to concentrate on strategic tasks.
- Orchestrated a supply chain overhaul by renegotiating vendor contracts and streamlining inventory processes, resulting in a **15%** reduction in costs and an annual **$200K** savings for the company.

PROFESSIONAL EXPERIENCE

SILVER CONCEPTS- FREMONT,CA   **JAN – JULY 2024**
Data Science Intern

Relevant Skills: *Data Analysis, Machine Learning, Python, Pandas, Matplotlib, Database Management, Data Visualization, Reporting*
- Conducted data analysis and visualization using tools such as Python, Pandas, and Matplotlib, providing insights to support decision-making and project development.

- Assisted in building and evaluating machine learning models, including data preprocessing, feature selection, and model tuning.
- Supported the management of databases and data pipelines, ensuring data integrity and availability for analysis.
- Created reports and visualizations to communicate findings and recommendations effectively to stakeholders.
- Worked with cross-functional teams to understand project requirements, contribute to research, and implement data-driven solutions.

CALIFORNIA STATE UNIVERSITY- EAST BAY   **JAN – MAY 2023**

Tutoring

Relevant Skills: *Tutoring, Data Structures, Problem-Solving, Academic Advising, and Educational Guidance.*

- Conducted personalized and group tutoring sessions, explaining complex data structures, assisting with problem-solving, and advising on projects, leading to increased student mastery and better academic outcomes.
- Providing detailed explanations and guidance on assignments helped students better understand course material, contributing to higher grades and academic success.
- Evaluated progress and offered constructive feedback that allowed students to recognize strengths and address areas for improvement, boosting their confidence and motivation.

PROJECTS

RETAIL SALES OPTIMIZATION

Relevant Skills: *Python, R, SQL, Data Analysis, Optimization Algorithms, Predictive Modeling, Machine Learning*

- Developed a system to optimize retail sales and inventory levels using historical sales data.
- Utilized SQL for data extraction and cleaning, and Python for predictive modeling and optimization algorithms.
- Applied techniques such as linear programming and regression analysis to maximize sales and reduce overstock. (https://github.com/LailaAzizi/Retail-Sales-Optimization)

PREDICTIVE MAINTENANCE FOR MANUFACTURING

Relevant Skills: *Python, SQL, Time Series Analysis, Predictive Modeling, Feature Engineering, Anomaly Detection*

- Engineered a predictive maintenance system to forecast equipment failures in manufacturing settings.
- Utilized SQL for time series data extraction and preprocessing, and Python for building predictive models and feature engineering.
- Implemented anomaly detection algorithms to identify potential equipment failures early. (https://github.com/LailaAzizi/Predictive-Maintenance-Manufacturing)

CUSTOMER LIFETIME VALUE PREDICTION

Relevant Skills: *Python, SQL, Exploratory Data Analysis, Regression Modeling, Feature Selection, Data Enrichment*

- Designed a model to predict customer lifetime value (CLV) based on transactional and behavioral data.
- Leveraged SQL for data management and exploratory data analysis, and Python for building regression models.
- Applied feature selection and data enrichment techniques to enhance model performance and accuracy. (https://github.com/LailaAzizi/Customer-Lifetime-Value-Prediction)

DEMAND FORECASTING FOR E-COMMERCE

Relevant Skills: *Python, SQL, Time Series Forecasting, Data Cleaning, Model Evaluation, Forecast Accuracy*

- Created a demand forecasting model to predict product demand in an e-commerce context.
- Used SQL for cleaning and managing time series data, and Python for implementing time series forecasting models like ARIMA and Prophet.
- Focused on model evaluation and improving forecast accuracy through iterative testing. (https://github.com/LailaAzizi/Demand-Forecasting-E-Commerce)

CHURN PREDICTION IN SUBSCRIPTION SERVICES

Relevant Skills: *Python, SQL, Classification Models, Data Transformation, Risk Analysis, Model Tuning*

- Developed a churn prediction model to identify users at risk of canceling their subscriptions.
- Utilized SQL for data transformation and cleaning, and Python for building and tuning classification models such as logistic regression and gradient boosting.
- Conducted risk analysis to implement strategies for reducing churn rates. (https://github.com/LailaAzizi/Churn-Prediction-Subscription-Services)