Sameen Salam

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EDUCATION

INSTITUTE FOR ADVANCED ANALYTICS, NC STATE UNIVERSITY
M.S. Analytics
Jun 2019 - May 2020
Raleigh, NC

UNC CHAPEL HILL
B.S. Biology, B.A. Music
Aug 2015 - May 2019
Chapel Hill, NC

LINKS

Github:// **sameen73**
LinkedIn:// **Sameen-Salam**
Kaggle:// **sameensalam**

COURSEWORK

GRADUATE
Statistics
Time Series Analysis
Text Analytics
Machine Learning
Linear Algebra
Cloud Computing Fundamentals
Optimization
Financial Analytics

SKILLS

Programming
Python • R • SQL • MATLAB • Git • AWS • HTML/CSS

Visualization
Tableau • Excel • ggplot2 • matplotlib/seaborn • Jupyter • PowerBI

Techniques
Linear Reg. • Logistic Reg. • Time Series • PCA • Clustering • Bayesian Statistics • SVM • Survival Analysis • Random Forest • XGBoost • Hypothesis Testing • Latent Dirichlet Allocation • Sentiment Analysis • Feature Engineering

EXPERIENCE

LOWE'S COMPANIES, INC. | Data Analyst, BI and Analytics
August 2020 - Present | Mooresville, NC | Python + SQL

- Designed market segmentation model to generate profiles of 27 million customers using recency, frequency, and monetary value metrics
- Collaborated with business stakeholders to create dashboards summarizing brand specific performance across 1,400 individual product offerings
- Forecasted post-transaction cancellation rates to inform online sales strategy and identify problem areas
- Worked alongside both data engineering and business intelligence to design, build, and quality check tables within big data systems

CAPE FEAR COLLECTIVE | Data Science Intern
May 2020 - August 2020 | Wilmington, NC | R

- Sourced, cleaned, and postured publicly available demographic, population, and economic data to create over 100 county-level socioeconomic indices
- Created cumulative performance metrics summarizing said indices for over 3000 counties
- Utilized K-means methodology to determine county-level peer groups
- Summarized insights in a comprehensive dashboard to inform future work on a regional scorecard

PRIMROSE SCHOOLS | Practicum Project Tech Lead
Sep 2019 – May 2020 | Atlanta, GA | R + Python

- Enabled early differentiated support by creating linear and tree-based models to forecast school enrollment twelve months and three years after opening
- Identified areas of strength, weakness, and consumer interest for over 400 schools nation-wide by performing sentiment analysis of online school reviews
- Presented interactive Tableau dashboard to senior executives
- Spearheaded software development in an AGILE team as Technical Lead

PROJECTS

STOCKX 2019 DATA CONTEST | Machine Learning Project
Feb 2020 – Mar 2020 | Raleigh, NC | Python

Utilized linear and random forest regression to predict how much customers would pay for a sneaker over its retail price. Created a dashboard containing visualizations demonstrating differences between sneaker brand performance in the market. Wrote a blog post summarizing process and findings.

UCI BANK MARKETING DATASET | Machine Learning Project
Mar 2020 | Raleigh, NC | Python

Predicted client subscription to term deposit product using logistic regression, random forest, SVM, and XGBoost. Explored various strategies to handle target class imbalance such as SMOTE and up/down sampling as well as model performance evaluation techniques.

COVID-19 OPEN RESEARCH CHALLENGE | NLP Project
May 2020- Aug 2020 | Raleigh, NC | Python

Cleaned and postured 75,000 research paper abstracts pertaining to COVID-19. Used LDA and K-means algorithms to sort abstracts into topics based on similarity. Created visualizations of clusters and topics to better understand distribution of subject matter. Built search engine and random insights generator application (no longer deployed).