

Roba Orabi

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Education

Post Graduate Program in Data Science in Partnership with Purdue University-Simplilearn **August 2021- March 2022**

Relevant courses:

(Analytics Foundation, Programming Foundation and Data Analytics with Python, R Programming for Data Science, Tableau Training, Data Analyst Capstone, Power BI, Introduction to Artificial Intelligence)

Lebanese American University- Byblos, Lebanon

August 2015 - May 2019

BS in Accounting

Relevant courses:

(Intermediate Accounting I & II: A, Advanced Accounting: A-, External Audit: A-, Internal Audit: B+, Strategic Management: B+, Cost Accounting: A-) GPA:3.64/4

Minor in Mathematics

Relevant courses:

(Calculus III, Calculus IV, Linear Algebra, Discrete Mathematics, Real Analysis, Differential Equations)

Additional Education & Online Courses

Fundamentals of Data Visualization using Tableau- Udemy

December 2021

- Built dashboards and Tableau stories and added interactive filters.

Python for Data Science and Machine Learning Bootcamp- Udemy

November 2021

- Performed machine learning with scikit learn including Linear Regression, K Nearest Neighbors, K Means Clustering, Decision Tree, Random Forests, Natural Language Processing, Neural Nets and Deep Learning and Support Vector Machines.

Data Science Course 2021- Udemy

May 2021

- Learned the entire toolbox to become a Data Scientist & applied my skills to real business cases.
- Completed Data Science Training: Python Programming with NumPy, Pandas, Matplotlib, and Seaborn, Advanced Statistical Analysis, Tableau, Machine Learning with stats models and Scikit-learn, Deep Learning with TensorFlow.

Microsoft Power Platform Program- Udacity

April 2021

- Created an inventory management tracking Canvas App using Power App.
- Built object detector AI Builder model from scratch.
- Used AI Builder functions to detect language, sentiments, and phrases.
- Applied Pre-built AI builder models like Business Card Reader & Receipt Processor.

Machine Learning Bootcamp- Reach Academy

November 2020

- Gained an understanding of Python, Keras, Pandas & NumPy and worked with team on Kaggle Titanic Challenge.

Work Experience

Deloitte D-180 Mentoring Program for Graduating Students

October 2020- June 2021

- Built a strong mentoring relationship as a mentee by being proactive and showing my desire to learn and grow.
- Set my career goal with my mentor based on my interests and creating a 6-months plan to develop my skills in technology and data analysis.
- Kept my mentor updated with my progress throughout the course of the program.

Accounting Internship, DAC Accounting & Computer

January 2019

- Maintained journal & general ledger entries and helped prepare invoice and expense reports.
- Assisted the accounting team in researching and analyzing financial data.

Mathematics Teacher at Beirut International School

February 2021-June 2021

Relevant Professional Certification

Microsoft Certified- Power Platform Fundamentals

June 2021

Projects Related to Data Analysis

Retail Analysis with Walmart Data Using R

January 2022

- Imported the data and performed data exploration and statistical analysis.
- Split the data and built a Linear Regression Model using LM function to predict Sales.
- Interpreted the model by looking at p-values, establishing relationship between significant variables and dependent variable and checking R squared and adjusted R squared.
- Reran the model using only significant variables.
- Calculated RMSE value and performed prediction on testing data.

Data Analysis for E-Commerce Company Using Power BI

December 2021

- Analyzed the performance of different marketing campaigns over time by channel and by region based on KPIs: Cost Per Purchase, Cost Per Registration, Impressions, Reach and Conversion Rate.
- Used Power BI data visualization tool to create dashboards that communicate the right messages.

App Rating Prediction with Google Data Using Python

November 2021

- Loaded the data using pandas.
- Checked for the null values and dropped records with null values in any of the columns.
- Fixed variables that have incorrect type and inconsistent formatting.
- Performed sanity check.
- Performed univariate analysis by creating boxplots and histograms for price, reviews, rating, and size to check out the outliers, decided a threshold as a cutoff for outliers and dropped records having values more than that.
- Completed Bivariate analysis by creating scatter plots and box plots to assess the relation between rating and other features.
- Conducted data preprocessing by applying log transformation, dropping useless columns, and dealing with dummy variables.
- Split the data, built the Linear Regression Model and checked for accuracy.

E-Commerce Sales Dashboard Using Excel

October 2021

- Used E-Commerce Database to prepare tables of sales and profit month wise and region wise.
- Created a histogram to analyze number of shipping days and column charts of the tables.
- Developed a user control combo box for product category and link the tables with the combo box to create the final dashboard.

Extra-curricular Activities

Bridge of Opportunities

December 2021

- Enrolled in series of workshops and events online that equipped me with the knowledge and career competency skills I need to land my desired job and succeed in it.
- Divided into teams to work on some case studies.

LAU Case Competition

January 2019

- Worked with team in a technical case as consultants for Tesla to find solutions to the losses, cash burning and huge debt payments. We analyzed the company using SWOT and PESTEL Analysis tools and recommended solutions like checking the capital budgeting and targeting new countries that focus on using clean energy.

Bookworm

- Read books such as "The Seven Habits of Highly Effective People", "Guide to Investing", "How to Sell Anything to Anybody" and "The Power of Mathematics"

Languages and IT Skills

Languages: English (fluent), Arabic (Native)

IT skills: Python, R, Tableau, Power BI, Power App, Excel, Power Point, MATLAB