

# NADA ZEIN

Data Analyst

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## EXPERIENCE

### Internship

Xische & Co.    2023    Dubai, United Arab Emirates

- Analyzed purchase trends across customer age groups to identify product preferences, peak buying times, and high-demand stock. Used Excel tools (PivotTables, trend graphs) to forecast inventory needs and support smarter restocking decisions.
- Assessed customer touchpoints (in-store, social media, referrals) to understand how buyers were discovering the brand.
- Provided actionable insights to enhance marketing strategies and improve targeting for high-conversion demographics.
- Helped the team make data-informed decisions that improved inventory turnover and optimized customer experience.

### Data Analyst

Retail store    2022    Beirut, Lebanon

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### Internship

Xische & Co.    2024    Dubai, United Arab Emirates

Xische & Co is a Dubai-based hybrid consultancy combining strategy, design, and technology to drive innovation for government and public sector clients.

- Contributed to a digital transformation project for **Dubai Police**, focused on enhancing their AI chatbot **Amna** in both English and Arabic. Identified gaps in the chatbot's performance and proposed solutions to improve response accuracy, completeness, and multilingual support. Supported integration strategies to expand Amna's presence across platforms, including the official website and mobile app. Assisted in designing user-centric features to improve public access to police services, emergency guidance, and community safety information.

### Data Entry

Multiple remote roles    2018 - 2021    Lebanon

- Demonstrated proficiency in data entry tasks, ensuring accuracy and efficiency across multiple projects.
- Assigned to multiple data entry roles, showcasing versatility and adeptness in handling various tasks simultaneously.

## KEY ACHIEVEMENTS

### Harvard Sustainability and Innovation Challenge 2022

Collaborated in an international team to develop a sustainable, innovative solution to a real-world environmental issue. Conducted research, problem analysis, and solution design under the mentorship of Harvard affiliates.

## EDUCATION

### BS in Economics

American University of Beirut  
2023 - Present

## SKILLS

Team Leadership and Collaboration •

Adaptability & Resilience • Project Coordination •

Critical Thinking • Problem Solving

## LANGUAGES

Arabic    Native    ● ● ● ● ●

English    Proficient    ● ● ● ● ●

## MY LIFE PHILOSOPHY

**"Carpe Diem – Seize every opportunity to grow and give back."**

From Dead Poets Society (1989)

## EXTRACURRICULARS

### MUN Delegate

Researched and represented national policies on global issues, demonstrating strong public speaking, diplomacy, and negotiation skills. Drafted and debated resolutions, built coalitions with other delegates, and defended country positions under pressure. Showcased leadership, critical thinking, and cross-cultural communication in a fast-paced, formal setting.

## INTERESTS

Taekwondo: Brown belt holder, Badminton

Table Tennis: Competed in national-level games

Cooking , gardening , reading

## VOLUNTEERING

### Fundraising Campaigns

SHIFAA

2018

A non-profit organization whose aim is to fulfill the medical needs of sick people in Lebanon

Led a fundraising campaign through Iftar dinners and kids' events, raising \$8K for medical cases.

Coordinated event strategy, promotion, and logistics.

Performed in a 3-day choir event at LAU, contributing to \$30K raised.

### Project Coordinator - Relief & Outreach

PlanLB

2020

- Coordinated emergency relief efforts after the 2020 Beirut port explosion, including food distribution and home cleanups for affected families.
- Led volunteer teams, managed logistics, and supported donation drives for medical and basic needs.
- Helped plan and promote community programs aimed at healthcare access and social support.