

Sireen Zebian

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Summary

Statistics & Data Science Master's student with an engineering background, dedicated to uncovering patterns, trends, and statistical findings. Experienced in data analysis, statistical modelling, market research, and data visualization. Skilled in Python, R, SAS, SPSS, and Power BI through academic projects and professional work. Combines technical rigor with a strategic mindset and a keen interest in converting raw data into actionable insights to understand markets, consumer behaviour, business performance, and support data-driven solutions.

Education

- Master of Science in **Statistics & Data Science**
Le CNAM Liban, ISSAE
(Oct 2024 – Present) Beirut, Lebanon
- Bachelors in **Communication** and **Computer Networks Engineering**
Lebanese University, Faculty of Technology
(Sep 2019 – Apr 2022) Mount Lebanon, Lebanon
- Lebanese Baccalaureate in **General Science**
Amjad High School
(Sep 2018 – Jul 2019) Chouaifet, Mount Lebanon, Lebanon

Academic Projects

- Designed quantitative **market research** to assess a new travel connectivity service concept, analysing consumer behaviour and customer segmentation, pricing sensitivity, and **market potential**.
- Built and evaluated linear regression models in **SAS** to analyse the impact of **advertising expenditures** on sales performance and identify the most predictive model to enhance **data-driven** business **decision-making**.
- Developed a real estate **price prediction model** in **R** using regression and exploratory data analysis (EDA) on 546 property records to identify key drivers of housing prices.
- Applied **predictive statistical modelling** in **SPSS** using regression, correlation, and ANOVA to identify factors influencing **cotton crop yield**.
- Performed exploratory data analysis in **SPAD** using **factorial** and **hierarchical classification** methods to identify lifestyle and behavioural factors associated with obesity.

Work Experience

Sales Engineer

Technical Sales & System Optimization
BEC, Beirut, Lebanon | Sep 2023 – Jan 2025

Key Responsibilities & Contributions:

- Collaborated with clients to analyse requirements, support **product sales**, and propose feasible solutions
- Developed **reports** and **data visualizations** to communicate system performance to technical and non-technical stakeholders
- Collected, cleaned, and analysed multi-source data using **Python** to evaluate performance and generate **data-driven insights**
- Automated **data flows** across multiple **software applications** to ensure data **reliability** and **efficiency**
- Performed exploratory and statistical analysis on **real-time** and **historical datasets** to uncover patterns, trends, and performance drivers

Selected Data Analytics Projects:

- Smart Wheelchair:** Analysed user interaction and sensor data (mobile app, voice, obstacle sensors) to improve navigation accuracy and support intelligent decision-making.
- Smart Home Automation Prototype:** Collected and visualized environmental sensor data (gas, flame, humidity, light) to automate safety alerts and provide real-time monitoring via a mobile app dashboard.

Skills

Data Tools and Platforms

- Python** | **R** / RStudio
- Power BI**
- SAS** | **SPSS** | **SPAD**

Technical Foundations

- Programming:** Python | R | C | C++ | C#
- Basic **Html** & **CSS**
- Basic **SQL** | **Relational Database**
- MATLAB** (Basic)

Data Analysis and Statistics

- Statistical Modelling & Exploratory Data Analysis (EDA)**
- Hypothesis Testing & Time-Series Analysis**
- Data Visualization & Presentation**

Business Analytics & Performance

- Market Research & Insights**
- Performance & Efficiency Metrics**
- Process Optimization & Data-Driven Decision Making**

Courses & Certifications

- **Microwork** (May 2023 – June 2023)
Topics: Data Handling, Microsoft Office Suite, Google Workspace, Digital Tools, and Business | Organized by: **DOT Lebanon** | Period: **70 hours**
- **Fundamentals of Computer Science in Python** (Feb 2023 – Apr 2023)
Certificate Link: [here](#) | Organized by: **SE Factory** | Period: **50 hours**
- **Mobile App Development** (Apr 2021 – May 2021)
Certificate Link: [here](#) | Organized by: Rural Entrepreneurs / **Centre MINE and DOT Lebanon.** | Period: **60 hours**

Achievements & Social Work

- Volunteered with **LADE (Lebanese Association for Democratic Elections)** to monitor elections and report violations, ensuring transparency in the electoral process. (Date: 5/2025)
- **1st Place Winner** of the Demo Day Competition, part of UNICEF’s Generation of Innovation Leaders Program (GIL) Organized by: **GIL in collaboration with Rural Entrepreneurs** (Date: 12/2021)

Language

- **English** — Professional Proficiency
- **French** — Limited Working Proficiency
- **Arabic** — Native Proficiency