

Tasfia Tabassum Katha

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EDUCATION

The University of Texas at Dallas

May 2024

Master of Science, Business Analytics

GPA 3.95

- Scholar with High Distinction | Recipient of Dean's Excellence Scholarship | Data Science Club
- Coursework: Machine Learning, Deep Learning, Big Data, Database, A/B Testing, Econometrics, Predictive Analytics

Institute of Business Administration, University of Dhaka

June 2020

Bachelor of Business Administration, Finance

TECHNICAL SKILLS

Programming: SQL, R, Python || **Data Analysis and Visualization:** Tableau, Power BI, Microsoft Excel || **Databases:** MySQL Workbench, Oracle DB, Microsoft SQL Server, MongoDB || **Big Data Technologies:** Hadoop, Apache Spark || **Cloud Computing:** Amazon Web Services | **RPA Tools:** Alteryx, UiPath, ACCELQ

WORK EXPERIENCE

Data Analyst Intern

September 2024 – Present

Ecom Consulting Inc

- Ensured 99% accuracy in project deliverables while enhancing data integrity across multiple databases by automating ETL processes for data cleaning and transformation workflows using SQL and Python

Graduate Teaching Assistant

August 2023 – May 2024

The University of Texas at Dallas

- Graded assignments and exams for 300+ students in 3 graduate-level courses: Applied Machine Learning, Econometrics and Time-series, and Database Foundations, supporting faculty members
- Enhanced student participation and engagement by 25% via proactive feedback and weekly problem review sessions

Data Analyst

January 2021 – June 2022

Bkash Limited

- Boosted transactions by 12% and annual customer growth by 8% through clustering models and collaboration with marketing to execute segment-specific ad strategies for 1.2M+ users
- Generated \$750K+ in revenue growth by providing data-driven insights and market analysis that supported securing 5 new client acquisition deals
- Reduced customer churn by 23% through analyzing customer attrition using time-series models and conceptualizing a product development feature 'schedule reload' in the Bkash app
- Saved 10 hours weekly on manual reporting by automating and developing Tableau dashboard for monitoring 15 KPIs

PROJECTS

Small Business Administration (SBA) loan default classification with Python

- Executed descriptive analysis, data cleaning, and feature engineering on a dataset comprising 800K+ small businesses
- Trained predictive models using machine learning algorithms, including gradient boosting, decision trees, and random forest; achieved 89% accuracy in classifying default loans through hyperparameter optimization

Satellite-based prediction of rice cultivation with Python

- Enhanced satellite data extraction through cloud and pixel masking, bounding box, and clustering labels techniques
- Implemented temporal analysis to discern rice cultivation patterns across seasons and trained machine learning models to predict rice fields from satellite data for 600 regions

ADDITIONAL

- **Certifications:** UT Dallas Graduate Certificate in Applied Machine Learning, Google Data Analytics, IBM Data Science, UiPath RPA Business Analyst Foundation, ACCELQ Automation Engineer, Alteryx Foundation Credential
- **Awards:** Winner of ISCEA PTAK global supply chain case competition out of 400+ participants, 1st runner-up of Samsung EDGE nationwide business case competition out of 150+ teams
- **Eligibility:** VISA, Eligible to work in the US for internships and full time for up to 36 months without sponsorship