Naveed Malik

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EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT | MS BUSINESS ANALYTICS
Expected Graduation: Dec 2020| Los Angeles, CA
UC-RIVERSIDE | BS INFORMATION SYSTEMS
Graduation: July 2017 | Riverside, CA | GPA: 3.45 (Cum Laude)

COURSEWORK
Machine Learning, Optimization, Prescriptive Models/Analytics, Data Management, Information Economics, R-Programming, Simulation for Business, Operations Analytics, Customer Analytics

SKILLS

Programming: R, Python, SQL, HTML
Machine Learning/Statistics: Scikit-learn, SciPy, Gurobi Py, Stata, A/B & Hypothesis Testing, Multivariate Regression
Database/Tools: MySQL, Snowflake, FiveTran, MySQL Workbench, Sequel Pro, Navicat
Visualizations: Tableau, matplotlib, Seaborn, ggplot, plotly, shiny dashboard
Industry Knowledge/Software: HubSpot CRM, Asana, Segment.io, Google AdWords, Google Analytics, Heap.io

EXPERIENCE

DATA SCIENCE INTERN | SMARTBOOST
June 2020 – Present | San Diego, CA
- Developing a full integrated digital marketing tool to remove siloes and provide accessible reporting of data related to managerial decisions/client performance from various channels (Google Analytics, AdWords, Facebook ads, SEMrush) by working with API's using a Python client library, architecting a database schema, and conducting ETL processes to ultimately provide real time integrated reporting for marketing sub-departments(SEO,PPC,WEB).

DATA ANALYST | SARA HEALTH (TECHSTARS '18)
July 2018 – Feb 2019 | Kansas City, MO
- Assembled data analytics stack and streamlined ETL processes through segment.io by setting up sources and destinations, tagging raw app data from JavaScript, and providing dashboarding and actionable insights through heap analytics software, saving developers in excess of 500 man-hours architecting analytics stack.
- Programmed a web scraper by inspecting HTML source code then using Python Library's Beautiful Soup and Seaborn to gather leads for sales team from various websites. This automation saved over two months of researching leads manually.

IT BUSINESS ANALYST INTERN | DESIRE HOME CARE
June 2016 – Sep 2016 | Riverside, CA
- Created digitized patient satisfaction survey as a more efficient way of distributing and collecting data, increasing completed survey count by 4x, providing the company with more quantified data and actionable insights for over 300 patients.
- Conducted requirement testing to determine feasibility of centralized payment system, leading to independently developed systems and avoiding complexity of integrating financial processes, saving company from an inefficient payment integration.

EXTRACIRRICULAR WORK

SOCIAL IMPACT CONSULTANT | NETGENIX
- Created a dashboard for Covid-19 and its lagging indicators using TABLEAU with a self-reported survey dataset of 22K records updated in real time to visualize time series movement in US indicating a gradual rise of movement; in particular for shopping, in addition significant impacts on mental health imposed on people with some or no preexisting issues compared to people with chronic health issues.

ADIDAS DATA CHALLENGE (CLUSTERING)
- Given granular body measurements of US soldiers, created a custom sizing system for Adidas garments using k means clustering with non colinear features to find optimization at 8 evenly distributed clusters, effectively 8 body types
- Presented findings to Adidas executives/UCLA students some of whom did not have technical backgrounds. Communicated well with them bringing up relatable use cases for clothing, helping them understand how new sizing system would work for consumers.

SQQUID OPERATIONAL ANALYTICS PROJECT (DATA ENGINEERING)
- Provided SQQUID visibility into their clients retail operations by taking raw production data on MySQL server hosted on AWS, conducting ETL processes on MySQL Workbench, then loading data into a final data base accessed via Tableau to model important metrics (sales revenue per month, order volume per month, order fulfillment time per store, shipping costs per store)

TWITTER CAUSAL INFERENCE RESEARCH (MULTIVARIATE REGRESSION)
- Conducted geographic difference in difference regression between mainland China and Hong Kong to gauge impact of social media on TV show viewership during times of social media censorship in mainland China, proving shows in China averaging over 100 tweets took a significant hit to viewership during censorship period