

Rawan Hassunah

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SUMMARY

My passion for programming, data and statistics allow me to tell stories with data and leverage the power of machine learning. I am continuously in the pursuit of the most intellectually stimulating and challenging environments. When not at work, I'm coding up a neural network, blogging about data, traveling and random thoughts, strength training, reading or grabbing a bite/cooking with friends.

EXPERIENCE

Data Scientist, FlightHub, Montreal, QC - December 2018 - Present

- Main focus: analytics, machine learning and data engineering in the context of content (inventory), pricing and search.

Analyst/Data Scientist, Aldo Group, Montreal, QC - July 2017 - November 2018

- Built an image similarity model that leverages features detected by VGG16 and calculated similarity based on euclidean distances between the feature vectors.
- Built multiple deep learning models (val acc 0.8 to 0.97) to detect attributes of shoes presented in a Flask app.
- Built a clustering model using K-means to understand customer needs for product development & buying teams.
- Built dashboards as tools for data exploration i.e. product performance, trade area and real estate performance, etc.
- Built an analytics hub for the organization to refer to for best practices, documentation and resources.

Research Assistant to James McIntosh PhD, Montreal, QC - January 2016 - June 2016

- Used SAS and Gaussx to implement a maximum likelihood model in order to understand the effects of marijuana use on mental and physical health (*published in Scientific Research's Health journal*).
- Key results showed a negative correlation between age of first use and health, a lack of correlation between age of first use above 21 and habitual use, and more adverse health effects on females than males.

Junior Research Analyst, Nexalogy Environics, Montreal, QC - January 2015 - September 2015

- Analyzed and derived trends using monitoring and data visualization tools to help clients understand the effectiveness of their social media presence and better their customer relations.
- Provided clients with detailed competitor social metrics reports for analysis of ongoing brand and product activations.

PROJECTS

Trendster - Galvanize Capstone - January 2017 - February 2017

- Classified and filtered documents based on a search term from a corpus of 1M articles from the NYT using gradient boosted trees, with a precision and recall of 82%.
- Identified topics to further explore sub corpora using NMF, yielding visualizable topics to better extract insights from the data.

EDUCATION

Udacity Deep Learning Nanodegree Program - January 2018 - June 2018

Galvanize Data Science Program, San Francisco, CA - November 2016 - February 2017

Immersive program that concentrated on machine learning, statistical inference and big data using Python and SQL.

Concordia University, Montreal, QC - Class of 2016

Bachelor's Degree. Major in Economics and Anthropology; Concentration in Econometrics and Math. Member of institute for Co-operative Education. Stelcner Family Award 2014/2015. Dean's list 2015/2016.

EXTRACURRICULARS/VOLUNTEER

Intro to Python Lecturer - May 2017 - Present

Organized introductory Python workshops for Concordia students looking to learn the basics of programming.

Personal Stylist, Dress for Success SF - September 2016 - February 2017

Assisted and provided support and encouragement for ladies looking to reenter the workforce.

SKILLS AND INTERESTS

Skills: Python (NumPy, Pandas, Scikit Learn, NLTK, Matplotlib, Keras), SQL, AWS, Git, QlikSense, Knime.

Languages: Arabic, French.

Interests: Reading, Weightlifting, Cooking, Blogging, Snowboarding.