Ismail Alawami

Data Scientist | Data Analyst | Machine Learning Engineer

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Professional Summary

Masters in Data Science graduate with 5+ years in operations and compliance, plus hands-on experience in data analysis and machine learning projects. Proficient in Python, SQL, Power BI, Tableau, and Excel, with practical exposure to dashboards, predictive modeling, and stakeholder reporting. Strong communicator with solid business acumen and a passion for transforming data into actionable insights. Eager to contribute and grow in data analyst, business analyst, or data science roles. **Available immediately.**

Core Competencies

- Data Visualization & Reporting
- KPI Dashboard Development
- Data Cleaning & Automation
- Predictive Modeling & Classification
- Statistical & Exploratory Data Analysis
- Communication & Data Storytelling

Technical Skills

- **Tools:** Power BI, Tableau, Excel
- **Languages:** Python, SQL
- **Libraries:** Pandas, NumPy, Scikit-learn, TensorFlow, Keras, NLTK
- **Databases:** MySQL
- **Techniques:** EDA, Forecasting, Classification, Clustering, NLP

Key Projects

• **Fake News Detection using Word Embeddings and CNN**
Developed a model using GloVe and Word2Vec with CNN, achieving 97% classification accuracy; benchmarked against SVM and Naive Bayes. Built an interactive dashboard for performance visualization.

• **Movie Recommendation System**
Built popularity-based, content-based, and collaborative filtering systems, improving recommendation relevance by 15% compared to baseline models.

• **User Behaviour Analytics**
Analyzed user interaction data from 100,000+ sessions to detect anomalies and patterns, providing insights that improved retention strategies by 12%.

• **Heart Disease Prediction**
Developed a predictive model achieving 93% accuracy in identifying heart disease risk. Performed univariate/multivariate analysis, handled class imbalance with resampling, and created an end-to-end ML pipeline.

• **Airline Loyalty Program Analytics**
Processed and analyzed 100,000+ customer loyalty records, conducted segmentation and correlation analysis, and

identified that the top 20% of customers contributed 60% of revenue. Measured campaign impact on flight bookings.

Professional Experience

Data Scientist
Young AI Leaders Community | Apr 2025 – Present
- Engaged with 50+ global network of professionals advancing ethical AI.
- Participated in 3+ collaborative projects on responsible AI innovation.
- Participated in webinars and discussions that reached an audience of 500+ members.

Intern – Data Science & Machine Learning
Edureka | Feb 2024 – Jul 2024
- Built machine learning models that achieved up to 90% accuracy on real-world prediction tasks.
- Designed dashboards in Python and Tableau, reducing manual reporting time by 30%.
- Collaborated with mentors and peers to deliver solutions aligned with business requirements.

Customer Service Representative
Teleperformance Egypt (Freedom, Canada) | Jan 2022 – Mar 2022
- Resolved 60+ daily inquiries related to billing, account, and technical support with a 95% satisfaction score.
- Reduced average handling time by 20% through efficient troubleshooting.

Web Designer (Freelance) | Sep 2020 – Dec 2021
- Delivered 10+ client websites with responsive design using HTML, CSS, JavaScript, and Bootstrap.
- Optimized SEO and site structure, increasing client site traffic by 25% on average.
- Created user-centric designs that improved overall customer engagement.

Education
- Master of Data Science | Universiti Teknologi Malaysia (UTM) | Mar 2023 – Mar 2025
- Bachelor of Information Technology | Sana'a University | Sep 2017 – Jul 2021

Certifications
- BCG Data Science Virtual Experience (Forage, 2025)
- Data Science & Machine Learning Internship Program – Edureka (2024)
- Machine Learning – Edureka (2024)
- Python for Data Science – Edureka (2024)
- Deep Learning & Data Visualization with Tableau – Edureka (2024)
- Database Management with SQL Server – Edureka (2024)
- AWS Academy Graduate – Machine Learning Foundations (2024)
- AWS Academy Graduate – Cloud Architecting (2024)
- AWS Academy Graduate – NLP with ML (2024)
- AWS Academy Graduate – Cloud Foundations (2024)
- AWS Academy Graduate – Data Engineering (2024)
- TOEFL iBT – ETS (2021)
- Digital Marketing – Google (2020)
- Diploma in IT Management – Alison (2020)

Languages
- English (fluent)
- Arabic (Native)