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Dear Hiring Manager,

I thrive on transforming complex data into solutions that drive measurable business growth. At The Food Lab, I turned millions of transactions into a data-driven menu strategy that increased average order value by 20% while maintaining strong customer satisfaction. This focus on delivering tangible results through data has defined my five-year journey across e-commerce, fintech, and cloud kitchen sectors.

As a data scientist, I've built models that do more than process data; they drive strategic decisions. At Jumia, I developed an XGBoost powered recommendation engine that tripled user engagement across 13 countries. At MNT-Halan, my behavioral modeling reduced ride-hailing churn by 50% through targeted engagement strategies. Now at the University of Arizona, I have built and am refining predictive models for air quality, processing over 100 million data points using spatial and temporal features.

I specialize in building scalable machine learning pipelines that integrate seamlessly with business operations. My approach combines rigorous technical expertise with strong business acumen, allowing me to collaborate effectively with product, marketing, and operations teams to develop analytics solutions that drive measurable impact. Whether designing end-to-end analytics systems or optimizing prediction models, I focus on delivering insights that inform critical business decisions.

I'm excited about the opportunity to bring this combination of technical innovation and business impact to your team. I would welcome the chance to discuss how my experience in customer analytics and predictive modeling can contribute to your success.

Best regards,
Heba Abdelrazzak