

HEBA ABDELRAZZAK

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Data Scientist with 5+ years of experience transforming unstructured data into actionable insights bridging technical expertise & real-world business needs through cross-functional collaboration.

SKILLS & OTHER

Skills: SQL, GCP BigQuery, AWS RedShift, Python, Scikit-learn, R, Git, Tableau, Metabase

Projects: LA Wildfires ([Live Map](#)), OC Food Pantries ([Tableau Dashboard](#))

Languages: English (Fluent), Arabic (Native)

PROFESSIONAL EXPERIENCE

HUMLab, Tucson, AZ

FEB 2023 – Present

Research Data Scientist

- Developing **XGBoost** model with geospatial feature engineering to predict air quality during extreme wildfire events
- Engineered ETL pipeline with **SQLite** processing 43M hourly air quality readings on **HPC**, integrating wildfire, weather, land-use and traffic data into a unified analytical framework
- Published [PurpleAirAPI R package](#) on CRAN, averaging 25+ daily downloads

The Food Lab (Cloud Kitchen) ([TechCrunch](#))

JAN 2022 – DEC 2022

Founding Data Analyst

- Built 12+ **Metabase** dashboards tracking KPIs resulting in 25-35% monthly revenue growth
- Drove 20% increase in average order value through **SQL**-based menu engineering
- Built **Python** automation for recipe data, cutting manual processing by 10+ hours weekly
- Developed **outlier detection** algorithm using median absolute deviation to identify fraudulent orders, protecting company revenue and improving operational efficiency

MNT-Halan (FinTech) ([TechCrunch](#))

NOV 2020 – JAN 2022

Data Analyst, Growth Team

- Reduced ride-hailing **churn** by 50% via behavioral segmentation & targeted engagement
- Led digital transformation **analytics** scaling \$1.7B+ loan disbursements across 1.8M borrowers
- Drove 20x growth in processing volume with cross-selling strategy using **A/B testing**

Jumia (E-commerce) ([TechCrunch](#))

APR 2019 – OCT 2020

Data Analyst, Data Science & CRM Teams

- Boosted click-through rates from 1% to 3% by developing **XGBoost** recommendation system
- Created **PowerBI** executive dashboards visualizing performance across 13 countries, enabling data-driven decision making
- Designed **customer data models** integrating multi-channel behavior patterns for 4M+ users improving CRM targeting efficiency by 35%

EDUCATION

University of Arizona, Tucson, AZ

2024

Master of Science: Data Science – GPA: 4.0/4.0

American University in Cairo

2017

Bachelor of Science: Actuarial Science – Math SAT 800/800

Minors in Economics and Business Administration