SYEDA MAHNOOR KAZM

Business Analyst

Rawalpindi,Pakistan

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ABOUT ME

I am a dedicated and ambitious individual with a unique blend of expertise in linguistics and business analytics. With a strong foundation in communication and a growing command of data analysis, Python, and machine learning, I bring both clarity and precision to solving complex problems. I thrive in dynamic environments where analytical thinking meets creativity, and I am passionate about using data to drive meaningful insights and support strategic decision-making. Eager to contribute to innovative, forward-thinking teams, I am committed to continuous learning and impactful work.

EDUCATION

FAST –National University of Computer and Emerging Sciences

MS – Business Analytics
2024 – 2026

Fatima Jinnah Women University

BS – English Literature and Linguistics

2019 – 2023

TECHNICAL SKILLS

Python | Machine Learning | Data Analysis | Statistical Analysis | Data Visualization| Analytical Thinking

CREATIVE SKILLS

Picture and Video Editing |

SOFTWARES | TOOLS

- MS Office
- Jupyter Notebook
- VS Code
- Canva
- Ideaogram AI
- Google Colab

WORK EXPERIENCE

English Teacher Intern

August 2022- September 2022

Concordia College, Rawalpindi

Conducted engaging and interactive lessons for intermediate students.

Encouraged linguistic curiosity and improved communication skills.

Extra-Curricular Activities

August2023

Bahria Hospital, Rawalpindi

Community Engagement Volunteer

Participated in interactive observation and dialogues in the cardiology department

ACHIEVEMENT

The Hong Kong University of Science and Technology- Coursera
Python and Statistics for Financial Analysis

University of Cambridge
Teaching Knowledge Test (TKT) Module 1

University of Pennsylvania- Coursera
Teaching Knowledge Test (TKT) Module 1

University of Washington- Coursera
Introduction to Public Speaking

University of California, Irvine- Coursera
IELTS Writing Section Skills Mastery

Fatima Jinnah Women University
Creative Writing Workshop

Multiomics
Review Article Writing

PROJECTS

Smart Road Inspector: AI-Based Pavement Assessment **2025**

Machine Learning Course

- Developed an AI-powered road inspection system using YOLOv8 to detect pavement defects (potholes, cracks) in real-time, achieving 9.67% mAP@0.5 on the RDD2022 dataset despite CPU-only training constraints.
- Engineered a data preprocessing pipeline to convert XML annotations (PASCAL VOC) to YOLO-compatible formats, enabling efficient model training.
- Identified key challenges: class imbalance (D40 potholes underrepresented), hardware limitations, and cross-country generalization. Mitigated via data augmentation and lightweight model optimization.
- **Tools:** Machine Learning, Python, OpenCV,YOLOv8, Git.

Migration of Ericsson Wallet Platform to Kubernetes (Microservices) **2024**

Management and Organizational Behaviour Course

- We worked in a team of 3 to analyze the management and collaboration of with Ericsson Pakistan and Telenor Microfinance Bank to upgrade Easypaisa's monolithic app to a scalable microservices architecture using Kubernetes, aiming to improve performance and handle 209M+ mobile subscribers.
- Identified key challenges: Cost overruns (+20% budget), time delays (8-month timeline exceeded), and technical hurdles (legacy hardware constraints, skill gaps).
- Conducted SWOT analysis: Highlighted strengths (cost-effectiveness, security) and mitigated threats (vendor dependency, security risks).
- **Outcome:** Drafted a strategy map aligning financial goals (revenue growth), customer experience (faster transactions), and operational efficiency (automated updates).
- **Tools:** SWOT/PESTEL Analysis/ Management POLC Analysis

Ridge Regression for Online News Popularity Prediction **2024**

Advanced Data Analysis Course

- Collaborated with a team of 6 to develop a predictive model using Ridge Regression to estimate article shares on Mashable, addressing multicollinearity in a dataset of 39,644 entries.
- Performed Exploratory Data Analysis (EDA), log-transformed skewed data, and applied L2 regularization to improve model stability (reduced MSE to 0.52, increased R^2 to 26.4%).
- **Tools:** Python, Jupyter Notebook, Statistical Analysis.
- Dataset: https://archive.ics.uci.edu/dataset/332/online+news+popularity.

Forecasting the Economic Impact of Sport Events **2025**

Advanced research method

- Conducted economic impact analysis of major sports events using forecasting models such as **ARIMA**, **Exponential Smoothing**, and **Linear Regression**.
- Evaluated trends in tourism, employment, infrastructure, and local business revenue. Tools used: **Python (pandas, statsmodels)** and **Excel** for data analysis and visualization.

Marketing Strategy Analysis for 2 Broke Engineers Restaurant **2024**

Marketing Course

- Conducted a comprehensive market analysis for a fast-casual dining chain in Islamabad, identifying a target audience of 2.63M young adults (18–34 years) and analyzing demographic trends.
- Developed a 4Ps marketing mix strategy, emphasizing digital promotion (Instagram, FoodPanda), competitive pricing (30% profit margins), and location advantages (F-7 Markaz).
- Evaluated external factors (PESTEL analysis) and competitive advantages (e.g., fusion cuisine, influencer partnerships), leading to a 185% sales increase (2019–2023) post-COVID recovery.
- Proposed future innovations: AI-driven customer analytics, AR experiences, and CSR initiatives (eco-friendly packaging).
- **Tools:** Market research, Data visualization, SWOT/PESTEL frameworks.