

Farzam Ferydooni

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Summary

Experienced Data Scientist with a Master's in Business Analytics from the UK and over sixteen years in the banking industry. Proficient in Python, SQL, machine learning frameworks (TensorFlow, Keras, PyTorch), and data visualization tools (PowerBI, Tableau) to develop predictive models and drive data-driven solutions. Demonstrated success in enhancing data governance, streamlining IT infrastructure, and leveraging business intelligence technologies to inform strategic decisions. Achieved significant improvements in model accuracy and company performance by effectively overseeing trend forecasting initiatives across various data analytics sectors, including time series forecasting (stock forecasting), credit card churn prediction, and digital marketing analysis.

Technical Skills

• Programming Languages: Python, SQL • Machine Learning (Scikit-Learn/TensorFlow/Keras, PyTorch) • Data Analysis (Pandas, NumPy, SciPy) • Visualization(Matplotlib, Seaborn, PowerBI, Tableau) • Statistical Analysis(Hypothesis Testing/Experimental Design/Predictive Modeling) • Database Management(MySQL, MS-SQL, Oracle) • Project Management(Agile methodology, SCRUM,) • Business Analytics • Project Management • Data Governance/ DAMA-DMBOK/ISMS

Soft Skills

• Problem-Solving • Critical Thinking • Strategic Thinking •Team Working •Communication and Negotiation Skills • Adaptability •Leadership Skills •Time Management

Education

Master of Science - Business Analytics
The University of Law

Oct 2023 – Oct 2024
London/United Kingdom

Data design Management, Data Security Management, Data Analysis ,Data visualization, Data and Decision Making, Digital Marketing Analytics, Global Business Strategy, Thesis: Forecasting Stock Market Trends: An Integrated Approach Combining Twitter Sentiment Analysis, Technical Indicators, Trading Volume, and Related Stock Indices.

Master of Business Administration (MBA),
Entrepreneurship Studies
University of Tehran

Sep 2015 – July 2017
Tehran/Iran

Economy, Strategic Management, Project Management, Financial Management, HR Management, Marketing and Market Research, Sales Management, Negotiation, Business Plan

Master's degree, Computer Architecture (Information Security)
Iran University of Science and Technology

Sep 2003 – July 2006
Tehran/Iran

Advanced Computer Network, Fault Tolerant System, Advanced Operating System, Advanced Computer Architecture, Digital signal Processing, Thesis: Developing a security system for mobile Ad Hoc Network Based On Node Reputation.

Bachelor's degree, Computer Hardware Engineering
Islamic Azad University

Sep 1998 – Feb 2003
Iran

Experience

Sina Bank Head of Data Center and IT Infrastructure Department

Nov 2017 – Oct 2023 (6 years)

The project encompassed three bank data centers housing around 1000 virtual/physical servers. The tasks performed in this department include managing the following subjects:

- Optimized database performance through advanced data management strategies, achieving 99.97% uptime by implementing proactive monitoring and predictive maintenance techniques in Microsoft SQL and Oracle 11G environments.
- Directed virtualization of 1,000 servers with full redundancy, optimizing resource utilization and disaster recovery capabilities, achieving reducing downtime by 25%.
- Led the development and implementation of Data Warehouse and Business Intelligence (BI) infrastructure to enhance data-driven decision-making.
- Led data-driven reporting initiatives by leveraging advanced monitoring tools (Zabbix, Solarwinds) integrated with PowerBI to prepare automated reports and forecasts on customer services infrastructure for the board of directors and central bank.
- Led data governance implementation for infrastructure systems while streamlining ITIL processes for change, supplier, asset, and continuity management, resulting in enhanced data quality, compliance, and operational efficiency through standardized procedures.
- Managed procurement, outsourcing, and budgeting, ensuring cost-effective resource allocation while maintaining service quality.
- Ensured the integrity and security of IT infrastructure, including Active Directory, email servers, and web services, by implementing robust management and monitoring strategies.

IT Security Department Team Lead

Jan 2013 – Nov 2017 (4 years 11 months)

This unit is responsible for creating the organization's information technology security policy. Additionally, it assesses the level of IT security through activities like

- Developed and enforced IT security policies, aligning with ISO27000 and ISMS frameworks.
- Performed quantitative risk analysis using statistical modeling, identifying and prioritizing 87% of potential security vulnerabilities through data-driven threat assessment methodologies.
- Implementing comprehensive Security dashboard using PowerBI to visualize security metrics, enabling executive-level decision-making
- Implemented configuration audits based on vendor standards and NIST guidelines, enhancing the security and reliability of IT assets.
- Led ITIL event management and coordinated bi-annual Business Continuity Planning (BCP) exercises, ensuring readiness for potential disruptions.
- Managed stakeholder relationships, budget planning, and project outsourcing to effectively allocate resources and maintain high-security standards.
- Leveraged advanced statistical techniques including regression analysis and machine learning algorithms to predict and mitigate potential security risks.

Network Specialist at Network Department

Dec 2007 – Jan 2013 (5 years 2 months)

Maintained and optimized the bank's network infrastructure, including branch-to-data center communication. Managed Cisco routers and switches, implemented security measures, and deployed network security equipment from various vendors. Configured NTP servers, load balancers, and antivirus solutions. Collaborated on troubleshooting, conducted audits, and stayed current with emerging technologies. Contributed to network policies and provided technical support to team members.

Damsun Rayaneh Co Information Security Specialist

May 2007 – Sep 2007 (5 months)

Part time Experiences

University of Applied Science and Technology

Lecturer

Oct 2003 – Nov 2017 (14 years 2 months)

Responsibility includes teaching C++, Python Programming and Data Structures and databased topics Networking (TCP/IP), Campus Network Design, Information Securit. Operating Systems and Logical Circuits were taught

Azad University

Lecturer

Aug 2007 – Jun 2008 (11 months)

Associate-level courses that provided a solid foundation in IT were focused. Networking (TCP/IP) and Programming were taught, with an emphasis on Data Structures using C++ and Python, equipping students with essential skills for their future careers in technology.

Student and Freelancing Project

Stock Movement and Sentiment analysis:

- Combined Twitter sentiment with technical indicators and trading volume, reducing RMSE from 4.27 (GAN) to 2.79 (LSTM).
- Recommended integrating diverse data sources and advanced ML techniques to enhance financial forecasting and decision-making.

Tools: Python, tweepy, Natural Language Toolkit, Stock market Analysis, yfinance

Source: github.com/fferydooni/Stock-Sentiment-Analysis

Credit Card Churning:

- Identified key factors influencing credit card churn and developed predictive regression models.
- Segmented customers using clustering to target high-risk groups for retention.
- Recommended targeted retention efforts, credit limit optimization, and enhanced customer experience to reduce churn and boost profitability.

Tools: Python Visualization, Business Analysis and Linear and different type of ML regression, ydata-profiling Source: github.com/fferydooni/credit_card_churn

Marketing Campaign Analysis:

- Utilized Google Analytics 4 to optimize decisions, increase active users, and achieve a 62.58% conversion rate.
- Developed customer personas and journey maps, implementing personalized emails, social proof, and retargeting to boost engagement and conversions.
- Provided insights to expand sustainable products, enhance storytelling, optimize social media, and improve marketing tactics, aiming to increase ROMI and growth.

Tools: Python Visualization, Tableau, PowerBI Visualization, Business Analysis, Linear Regression Source: github.com/fferydooni/Marketing-Campaign-Visualization

Diabetes Datasets Analysis:

- effective machine learning Implementation with achieving high prediction accuracies, (98% accuracy rate) with two datasets.
- Determined that Body Mass Index (BMI) and HbA1c levels are the most significant factors influencing diabetes outcomes.

Tools: Python and PowerBI Visualization, ML Regression, Source: <https://github.com/fferydooni/diabetes-PIMA-IRQ>

Designing Database for Online Store: MySQL, MS-VISIO, lucidchart, Python (Flask, mysql.connector)

Language Proficiency

- English: C1
- Persian: Native