Glenda Vaz

CONTACT

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SKILLS

Technical Skills
- SQL Query
- Advance Excel
- Python
- Business Object
- Power BI
- Data warehousing & mining
- Moengage , Hubspot
- Data collection and analysis
- Programming and design skills

Soft Skills
- Leadership & Mentoring
- Forecasting and Planning
- Business analysis & requirements matrixes
- Forecasting and planning
- Presentation and communication expertise
- Independent Problem solving
- Advanced critical thinking
- Time management

PROFESSIONAL SUMMARY

Rational, critical-thinking Data enthusiast with 16 years of experience in design and development of data centric solutions leading to high impact on strategic and tactical business decisions across banking sectors and early-stage technology companies.
Proven track record of implementing innovative strategies to increase efficiencies, profitability and continuous improvements. Highly skilled in advanced querying, data visualization and leadership.

WORK HISTORY

Data Scientist   10/2018 - Current
Vaasara Digital Company- Dubai, UAE

Work closely with CEO and Founder to drive concept from MVP to a successful business

- Propelled GMV growth over first 2 years by identifying customer spending behavior, analyzing buying trends and building customer engagement modules
- Spearheaded and supervised the marketing team in developing marketing and covid safety campaigns leading to an ROI return of 2x on digital spends, increased repeat customer base by 30% and significantly boosted social media followers by 200%
- Identified opportunities for optimization by mapping customer journey using google analytics and Moengage at all app funnel stages which resulted in repeat purchase, reduction in average purchase time by 10% and reduced cart abandonment rate by 10%
- Increased accessibility and usability of customer data across all business stake holders by implementing data visualization techniques
- Successfully integrated customer engagement platform Moengage and led all communication channels to engage customer across their lifecycle by conducting A/B testing, RFM segmentation and behavior analysis
- Coached, developed and motivated team members, providing coaching and mentoring to junior team on various projects.
- Developed quarterly road maps based on impact, effort and test coordinations, working with stakeholders to achieve short-term and long-term goals.
- Implemented a comprehensive view of the company data using Power BI.

Senior Portfolio Analyst and Market Research   05/2008 - 03/2016
Ahli United Bank - Kuwait

Reported directly to Group Head of Private Banking to support Business Objectives of high net worth customers.

- Instituted and utilized the practice of data mining to establish, educate and distribute dynamic dashboards for executives' real-time evaluation.
- Identified problems, deficiencies and aided in resolving database and report deficiencies resulting in improved turn around time.
- Evaluated financial data from multiple sources to produce accurate lability and asset forecasts.
- Created detailed support through documentary evidence to provide supplementary data to internal/external auditors and Central Bank of Kuwait.
- Trained new hires and users on existing or new application systems/software.
- Assisted Portfolio Managers with due diligence and portfolio maintenance.
- Reviewed weekly and monthly budget performance reports, ensuring departments and agencies operated within allocated budgets and investigated excessive expenses and reporting discrepancies.
- Maximized revenue by strategic upselling asset products, increasing sales where possible.

Senior MIS Specialist   02/2003 - 03/2008
National Bank of Kuwait - Kuwait

Analyzed and relayed valuable observations through development of comprehensive reports to formulate better strategies.

- Creation of daily, weekly and monthly reports to various stakeholders across the retail banking sector using business analytical tools such as SAS and business objects.
- Planned and executed introduction of new women product segment to increase new acquisition by 8%.
- Managed and supervised all MIS work related to Segments unit including understanding and developing customer' segmentation and profiling rules, detailed reporting on customer and salary acquisition, campaign management and tracking across different segments.
- Conducted over 100 monthly and quarterly raffles by liaising between the bank and public relations through meticulous and accurate reporting.
- Accountable for composing the monthly review presentation on productivity which was directed to the business head to showcase the trend wise branch performance and staff movement analysis.
- Maintained and monitored data warehouse tables to allow for the creation of new business guidelines which included the writing of DTS package codes and constructing SQL views and tables.
- Achieved maximum user engagement for campaigns through effective communication strategy.

Software Programmer   06/2000 - 07/2002
Phils System Limited - Goa, India

Created and maintained various software programs within the company.

- Developed a leave application module using Lotus Notes for routing of mails and storing data in PostgreSQL database.
- Created online leave application forms using python and embedded html.

- Carried out thorough debugging and maintenance on budgeting application software to optimize turn around time and accuracy.
- Developed the IDFormPlus Software using Visual C++ (front end) and MS Access (back end) to enable the company to design and print identity cards, business cards and certificates with database support.
- Performed data analysis, correction and merging of Goa voter database from MS Access to the MS SQL server to streamline and optimize performance within the company.
- Collaborated with cross-functional development team members to analyze potential system solutions based on evolving client requirements.

EDUCATION

Bachelor of Science: Computer Science, 2000
St. Xavier's College - Goa, India

CERTIFICATIONS

- Data Science certification - London International Studies and Research Center
- Microstrategy jumpstart - Microstrategy Dubai
- Mini MBA - Australian University of Kuwait
- Foundation of Islamic finance - Shape Financial Corp
- Certified Islamic financial analyst, level 1 & 2 - Shape Financial Corp.
- SQL/PL-SQL 9i - SQL Star international, Pune, India.
- ORACLE DBA 8i - SQL Star international, Pune, India.