**Sabeeh Ashhar (+91-9717179219) sabeehashhar@gmail.com**

**Senior Manager Business Analytics**

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| **PROFESSIONAL SUMMARY** | | |
| Certified Analytics professional with close to 10 yrs. experience delivering domain intensive solutions across Sales & Marketing, Customer, Supply Chain, Manufacturing, Finance and Product Development functions for Fortune 100 clients in CPG, Retail, Automobile and Information Communications business. Core strengths include conceptualizing analytics solutions, being hands on, scaling new analytics teams while working with cross functional business teams. | | |
| **CORE SKILLSETS** | | |
| Advanced & Big Data Analytics, Solution Development, Machine Learning, Client Management, Predictive & Prescriptive Analytics, Optimization, Customer Analytics, Pricing Analytics, Market Mix Modeling, Supply Chain Analytics, Business Intelligence, Visualization, Project Management, Analytics Pre-Sales. | | |
| **ANALYTICS PROFICEINCY** | | |
| Statistics Tools | Hands on experience in R, Python, SAS | |
| Machine Learning/ Statistics | Clustering, Classification, Regression, Time Series Models, Ensemble Models, Markov Chain, HMM, Monte Carlo Simulation, Bayesian Belief Network | |
| Optimization | Linear Optimization, Data Envelopment Analysis | |
| Visualization & Storyboarding | Tableau, Spotfire, Excel | |
| Big Data Analytics | IoT(Usage, Sensor), Hive, Flume, Impala, Spark, Cloudera, Amazon Web Service, Apache Zeppelin | |
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| **ACADEMIC QUALIFICATIONS** | | | |
| **Degree/Examination** | | **Year** | **Institute** |
| MBA General Management, 70% | | 2011 | Strathclyde Business School, UK |
| B.Tech Mechanical Engineering, 72% | | 2006 | AMU, India |
| HSC, 72% | | 2001 | Delhi Public School, Ranchi |
| SSC, 84% | | 1999 | St. Thomas School, Ranchi |

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| **PROFESSIONAL CERTIFICATIONS** | | |
| **Certification** | **Year** | **Institute** |
| Business Analytics Fundamentals | 2012 | Sikkim Manipal University |
| CFA, Level 1 | 2011 | CFA, Institute |
| Coursera Big Data Analytics | 2016 | Coursera(Certified) |
| Coursera Digital Analytics | 2016 | Coursera(Certified) |
| Coursera Business Analytics | 2016 | Coursera(Certified) |

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| **OTHER INFROMATION** | |
| **Passport No:** L7934652 | **Address:** B-302, Rail Vihar, Sector-57, Gurgaon-122001 |
| **Visa:** Valid B1 Visa | **LinkedIn Profile:** <http://www.linkedin.com/pub/sabeeh-ashhar/6/96/919> |

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| **Work Experience** | | | |
| **Group Manager, Advanced and Big Data Analytics** | | **Evalueserve, Gurgaon** | **Sept’14-Present** |
| **Job Role** |  Advanced Analytics & Big Data delivery lead for 25+ team (3 M USD) delivering insights, solutions & platforms for Automobile & Information Communications major.   * Engaging with Client Leadership(C-Level, Director) for business problem formulation, Analytics Solution Development, E2E Deployment and Insight Presentation. * SME for Customer, Sales & Marketing, Big Data & Advanced Analytics projects. * Participate in pre-sales/business development (prepare RFIs and RFQs), new account setup | | |
| **Project Implementation** | * Solutioning & Deployment of Machine Learning based Global Variance Optimization Platform (claim forecasting, Price Sensitivity Analysis, Profit Maximization) for automobile major. * Developed Dealer Customer Analytics solution for 180+ dealer customer network enabling effective Identification, Acquisition, Engagement, Retention of customers. * Deployed re-usable solutions (Churn, Recommendation Engine, and Segmentation) over IoT data using Big Data Tools (Apache Zeppelin, Hive, Spark, Python, R) for shipping and mailing provider. * Predictive Maintenance Solution Development over IoT Telematics, SOS, parts and service data for machines thereby reducing warranty claims. * Facility Capacity Optimization Solution for automobile across Product Families through Monte Carlo Simulation, Linear Optimization, NPV, VAR, Markowitz Frontier and Sharpe Ratio. * Global Dealer Benchmarking using DEA on Service, Sales & Financial attributes. * Developed solution for identification of customer groups for targeting Equipment Management Solution thereby improving customer experience. | | |
| **Tools & Algorithms** | Tools: R, Python, SAS, Spark, H2O, Hadoop (HDFS, Hive, MapReduce, Flume, SQOOP), Tableau, SQL, CDH 5, Amazon Web Service, Apache Zeppelin  Algorithms: Statistics (Logistic & Linear Regression, Lasso & Ridge Regression, Survival Analysis), Machine Learning (Random Forest, SVM, GBM), Clustering, Markov & Hidden Markov Chain, Bayesian Belief Network, Linear Optimization(R), Data Envelopment Analysis(DEA) | | |

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| **Lead Analyst, Data Analytics** | | **Infosys, Pune** | **Jan’12-Sept’14** |
| **Job Role** |  Consulting on Advanced Analytics & Big Data projects engaging stakeholders across CPG, Retail organizations focused on problem identification, solution development and insight generation.   * SME for Customer, Sales & Marketing, Big Data Analytics and reporting factory BI setups. * People Management/Project Management for 15+ team of data analysts. | | |
| **Project Implementation** | * Market Mix Modeling for CPG & Retail brands enabling ROI maximization and identifying optimal use of marketing investments. * Developed Campaign response modeling for US retailer helping target right consumers, improving response rates and maximize incremental sales. * Analysis of Digital Big Data integrating Hadoop (Click Stream using Hive) with panel data enabling insights across ZMOT, FMOT and SMOT stages of customer journey for CPG major. * Global Pricing automation engine development using R & Spotfire for CPG manufacturer. * Assortment Optimization for a CPG manufacturer reducing non performing SKU’s by 50% * Managed reporting factory setups for CPG client’s delivering Business Intelligence reports. * Presales and Business Development of $ 750 K proposal for E2E management of PoS data, involving data procurement from 500+ retailers, MDM to dash boarding for a CPG major. | | |
| **Tools & Algorithms** | Tools: R, SAS, Hadoop (HDFS, Hive, MapReduce, Impala), Excel, Spotfire  Algorithms: Classification(Logistic & Linear Regression, Lasso & Ridge Regression, Clustering(k-means, PAM, k-mode, Principal Component Clustering) | | |

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| **Associate, Analytics** | | **Cognizant, Bangalore** | **Jan’10-Sept’10** |
| **Job Role** |  Development and execution of time series models, churn models, designing data management systems for Retail and CPG clients.   * Worked as an individual contributor for analytics projects participated in modeling, coding working directly with clients. | | |
| **Project Implementation** | * Developed customer churn model for identification of major drivers of customer attrition using Logistic Regression helping reduce customer churn by 5% for NA market. * Developed & automated multiple time series models using SAS for demand forecasting across several CPG categories. * Visualization and reporting on Brand Health, Retail Panel, Household Panel and Shipment Data delivering business insight across consumer value chain. | | |
| **Tools & Algorithms** | Tools: Base SAS, Excel, Putty, WinScp  Algorithms: Logistic & Linear Regression, Time Series Models(ARIMA, ARIMAX, Holt Winters, ETS, Unobserved Component Models) | | |

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| **Senior Software Engineer** | | **Wipro, Hyderabad** | **Oct’08-Jan’10** |
| **Job Role** |  Improving the overall system and process efficiency, alignment to SLA’s through automations and process improvement initiatives.   * Application Maintenance & Development of new Supply Chain systems to automate process for Purchase Order, Advanced Shipment Notice, Invoicing & Promotions. * Data Center Migrations across development, test & production environments. | | |
| **Project Implementation** | * Development and deployment of EDI system for transacting PO’s, ASNs with trading partners (APLL & Huawei), and reducing cycle time for decision making by 50%. * Automated Application maintenance process for industrial conglomerate improving process efficiency, reduce incidents, FTE count and wastage in delivery. * Automated business intelligence reports and alerts for E2E tracking of critical PO’s, invoices, Advanced Shipment Notice improving SLAs by 40%. * Independently managed the Data Center Migration for entire middleware platform in record time of 6 months’ time with 100% quality. | | |
| **Tools Proficiency** | Oracle Fusion Middleware, Sun Seebeyond(SRE, ICAN,JCAPS), Java, Putty, FTP, SSL, PGP, Cron jobs, SQL, Unix Shell Scripting | | |

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| **Software Engineer** | | **Accenture, Bangalore/UK** | **June’06-Sept’08** |
| **Job Role** |  Onsite/offshore coordination, Application Development, Maintenance of Oracle Retail ERP systems such as promotions, PoS, Invoice, merchandising process for a prominent UK retailer. | | |
| **Project Implementation** | * Automations for early warning detection/ SLA reports of application errors for invoicing and demand forecasting systems thereby improving system SLA’s by 20%. * Developed custom web, Desktop and Middleware applications for various retail processes for a retail major. | | |
| **Tools Proficiency** | Oracle Retail Merchandising System, Sun Seebeyond(ICAN,SRE), Java application & server side programming, Putty, Cron jobs, SQL, Unix & Windows Shell Scripting | | |