

ASIF SYED

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WORK EXPERIENCE:

ISN Software Corporation (Data Science Intern)

Jun 2023 – Aug 2023

Developed an Alteryx app which is used by hundreds of ISN's business development employees to automatically identify contractors on client spend lists who are yet to subscribe to ISN. This app, embedded with fuzzy matching logic, not only helps ISN expand their contractor customer base but also **saves 1200 man-hours per month**.

Deloitte Consulting (Senior Consultant)

Nov 2021 – Jul 2022

Contributed to a 4% increase in Siemens Healthineers' quarterly service contract renewal rate for its customers by identifying the persuadables segment using **A/B testing and uplift modeling** as part of the consulting team.

Infosys (Consultant)

Jun 2021 – Nov 2021

Designed a custom product availability logic for a Chinese e-retailer, which processed **2 million orders** in the initial week of going live. This logic utilized an optimization solver to minimize logistics costs while considering constraints such as maximum time, available inventory, and competing orders.

Accenture (ERP Data Analyst)

May 2018 – Jun 2021

Prevented SC Johnson from losing out on orders worth **at least 90,000 Euros** as a member of the service team by promptly identifying the stock transport orders affected due to Brexit regulations using SQL and modifying the business logic in the ERP system to facilitate invoice creation for those orders.

CASE COMPETITION EXPERIENCE:

Humana-Mays Analytics Competition, 2023

Led the team that **won \$10,000** in the US-wide Humana-Mays competition by presenting a solution with potential cost savings of at least \$5 million per year to Humana's top executives. The solution addressed the issue of cancer therapy discontinuations and was crafted through a combination of domain research, exploratory data analysis, and a predictive model built using the Random Forest algorithm.

OTHER DATA SCIENCE PROJECTS:

Automating the manual tagging of article beats for Notified

Presented a proof-of-concept to Notified's product management team, showing how the manual process of tagging beats to news articles distributed via Notified's News Wire can be automated using unsupervised Natural Language Processing technique of topic modeling. This proof-of-concept model is **currently deployed** as a web app using Flask API and is accessible at asif1310.pythonanywhere.com

EDUCATION:

Master of Science in Business Analytics and Data Science (Graduating in May 2024)

Oklahoma State University, Spears School of Business

SKILLS I'VE USED BEFORE: Tableau, Alteryx, Dataiku, Python, R, SAS Viya, BigQuery and SQL Server.

MY BLOG: dumbdatum.com