NADEEM

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PROFESSIONAL SUMMARY

Data Scientist in a media agency with 3 years of experience interpreting and analysing data in order to drive successful business solutions. Proficient knowledge in Machin Learning, Statistics and modelling techniques like predictive modelling, Anomaly detection, extensively worked on Media Mix Modelling, Incentive Steering, Demand Forecasting for different clients and also worked on Inventory management using ML/NLP techniques.

WORK EXPERIENCE

Senior Data Scientist

Dentsu International – Bangalore, India — Mar 2022 – Present

Project 1: Media Mix Model (MMM)

- Built Media Mix Model for Automobile client using Bayesian Linear Regression, resulting in improved efficiency and ROI for their marketing campaigns.
- Developed an Optimization algorithm that optimizes budget allocation across different media streams based on the model coefficients, resulting in a more effective use of available resources.
- Developed a Simulator tool for the Media Mix Model and Optimization, allowing the client to simulate various scenarios and gain valuable insights into potential outcomes.
- Created a data pipeline for required media streams, ensuring that the model was fed with accurate and relevant data.
- Utilized AWS SageMaker and Athena, Python, SQL, Postman and Advanced Excel to build the necessary tools and pipelines for the project.

Project 2: Incentive Steering (price elasticity)

- Contributed to the development of an incentive optimization model for the Pricing and Vehicle Incentive Steering Analytics project.
- Coordinated with the field team during the pilot run and fine-tuned the analytics model.
- Prepared data using PySpark framework and merged datasets to obtain an exhaustive dataset for each vehicle sold.
- Developed and implemented a four-stage modelling approach for analytics-driven discount steering, including micro-segmentation, elasticity and passthrough rate prediction, and optimized allocation, resulting in improved incentive optimization and sales performance.
- Collaborated with cross-functional teams for successful implementation of the analytical model, which had a pan-India scope.
- Utilized AWS SageMaker, Athena, EC2 instance, Python, Pyspark, SQL, Advanced Excel.

Data Scientist

Soothsayer Analytics - Livonia, Michigan (Worked remotely from India) — Feb 2021- Mar 2022

Project 1: MRO Optimization

- Achieved significant cost savings by creating a user-friendly search portal with full-text search auto-suggestions and multiple dashboards to aid in the accountability and governance of spare parts maintenance.
- Developed and implemented an AI-driven inventory management framework utilizing RapidMiner, Dataiku, Azure DevOps, Python, Pyspark, and SQL to maximize the approval rate of spare parts and prevent material duplication.
- Implemented advanced duplicate detection techniques and streamlined workflows to maximize the approval rate of spare parts and prevent material duplication, resulting in a 40% increase in duplicate approval rate.
- Developed a user-friendly search portal with full-text search auto-suggestions and multiple dashboards to aid in the accountability and governance of spare parts maintenance, resulting in significant cost savings.
- Visualized the output of the framework in a clear and easy-to-understand manner, making it business-friendly and enabling quick and informed decision-making.

Project 2: Demand Forecasting

- Developed a framework to forecast business metrics for the largest supplier for Food processing and other industries in Germany, using Azure SQL database, Azure Databricks, Azure Data Studio, Azure Data Factory, Python, R and SQL.
- Enabled the client to forecast different business units with utmost accuracy using 10 different models, resulting in improved sales and finance planning for future time periods.
- Utilized advanced data analysis techniques to identify patterns and trends in business metrics, enabling the client to make informed and data-driven decision.

Data Science – consultant

Aug 2020 - Jan 2021

INSOFE - Bengaluru, Karnataka [Worked for Soothsayer analytics on INSOFE Payroll]

Client: Petro Chemical Manufacturer in Saudi Arabia

- Developed an early warning system to predict slippage incidents and outages in manufacturing plant towers using Dataiku, python, pyspark and SQL.
- Analysed past data and built an explanatory model to identify influencing variables and predict slippage incidents 1 hour & 4 hours in advance, providing plant operators with critical time to adjust input feed and avoid equipment shutdown or tower shutdowns.
- Contributed to the creation of a user-friendly dashboard that provided 1 and 4 hour advance notice alerts to plant operators, allowing for proactive measures to be taken to prevent financial losses and off-spec output.

EDUCATION

Post Graduate Program in Data Science and Machine Learning November 2019 to July 2020
International School of Engineering - Bengaluru, Karnataka

Bachelor of Engineering in (B.E.), Electronics and Electronics 2014 to 2018
Visvesvaraya Technological University

TECHNICAL SKILLS

Programming Languages: Python, SQL, Pyspark, R-programming, MATLAB

IDE, Applications & Cloud: AWS SageMaker, EC2 instance, Athena, Azure Databricks, Dataiku, Rapid Miner, DevOps, Git, Tableau, PowerBI.

Data Science Libraries: Pandas, NumPy, Sci-kit learn, TensorFlow, Keras, SciPy, Seaborn, Matplotlib, Spacy, etc.

CERTIFICATIONS COURCES

Deep Learning, Deeplearning.ai, Coursera
Applied Machine Learning in Python, University of Michigan, Coursera
Data Science, John Hopkins University, Coursera
Advance Data Science with IBM, Coursera
Google Cloud Platform Big Data and Machine Learning Fundamentals, Google Cloud, Coursera