Mohammed Akram Akbar
Product and Data Analytics Professional

CONTACT
akramakbar@gmail.com
makbar@ucsd.edu
+1 (858) 531 – 6193
San Diego, California
www.linkedin.com/in/akramakbar

PROFILE
- MS (Business Analytics)
- **8+ years** of experience in the technology domain. Expertise in Business Intelligence and product driven growth. Accomplished in using data for business problems, stakeholder management and leading diverse teams.
- **Sectors:** FinTech, Analytics, CX

PRODUCT/BUSINESS SKILLS
- Product Management
- SAFE Agile/Scrum
- Roadmap planning & execution
- Stakeholder Management
- User Acceptance Testing

DATA AND MODELING SKILLS
- **Data handling:** Ingestion, extraction, preprocessing and cleaning.
- **Statistical Analysis:** Descriptive & Inferential Statistics, Hypothesis Testing, A/B Testing.
- **Supervised Learning:** Linear/Logistic Regression, Decision Trees, Random Forest.
- **Unsupervised Learning:** K-Means, Principal Component Analysis.
- **Deep Learning:** Neural Networks

TECHNICAL SKILLS
- **Languages:** Python, R, SQL
- **Visualization:** ggplot2, matplotlib, Seaborn, Excel, Tableau
- **Tools:** Google Analytics, Splunk, Kibana, Jira, Trello, Figma, Balsamiq, Confluence, Click Up
- **Analytics:** LTV, Churn, User Engagement

EDUCATION
MS Business Analytics
University of California, San Diego
2021-22
Elected cohort representative

Bachelor of Technology
Mechanical Automobile Engineering
University of Kerala, India
2008-12

Manager, Marketing Technology | Salon Centric (L'Oréal)   Sep 2022 – Present
Salon Centric is a wholly owned subsidiary of L'Oréal and is the largest wholesale distributor of beauty products aimed at salons and beauty professionals.
- **Owned the DDX data hub** at Salon Centric, working with Data analysts to leverage the data for activations, optimize data collection & identify missing data.
- **Led Pro BMDM** initiative, which is responsible for collecting 0P customer data. Worked with product and engineering team to build intuitive data prompts for customers as part of website and app experience.
- **Key part of the Salon Centric loyalty initiative,** working with multiple stakeholders to develop the loyalty program and the associated private label credit card program. Designed the program roadmap and the appeasement structure.

Manager, Product/Business Development | Dexlock Technologies   Jun 2020 – Jul 2021
Dexlock is a technology services company with global clientele. Responsible for launching white labelled E-commerce product within a traditional technology services organization.
- **Trained a team of 4 Business Analysts**, to work on the product conceptualization. Oversaw the process from induction to transitioning them into product owners.
- Owned and **set the product strategy/roadmap**, including getting buy-in from key executives over form and functional principles. Responsible for daily sprint meetings between team owners and engineers.
- **Led Go to Market strategy and effort** ,identifying prospects and showcasing proof-of-concept to create interest and awareness in the product. Achieved **INR 7 Million revenue** from license sales to clientele in India and UAE.

Sr. Presales Consultant | Mobme Wireless Solutions (Geckolyst)   Jul 2017 – Mar 2020
Geckolyst is an AI enterprise customer experience platform built for large corporations. Helped launch major product iteration and led development of customized product 'flavors' for the Banking and Retail sectors.
- **Primary liaison** between **Vodafone India** corporate, 22 Vodafone regional circles and the Geckolyst product/engineering team, in the platform redesign effort.
- Created a **Single Source of Truth omni-channel dashboard** to track customer journey, for user levels right from customer support to C-suite level with 4 elements:
  - **Storyboarding**: Coordinated with various stakeholder to understand use-cases
  - **Data**: Identified, evaluated, and vetted internal and external data sources, cleaning and transforming them through Python
  - **Execution**: Led a team of 4 developers to deliver dashboard in a record timeframe
  - **Adoption**: Drove usage, educating end-users and incorporating feedback
- **Increased Vodafone India's overall NPS by 8 points**, 3 months after launching the new iteration. Metric driven customer journey mapping, alert driven dashboards & CRM level integration helped Vodafone's support teams to improve customer experience and deliver delight.
- Conceived and **owned proof-of-concept of customized version built for Banking and Finance**. This version reflected customer journey in a banking context. This was a key driver in convincing **Yes Bank, to adopt Geckolyst** as the voice of customer.

AVP - Growth | Backwater Technologies (Chillr)   Apr 2015 – May 2017
Chillr (backed by Sequoia), India's first P2P payments app was acquired by Truecaller. Early stage member responsible for building and managing growth over offline and online channels.
- Owned early stage growth, **achieving 200,000 user acquisitions in 7 months**, leading a 35 member team. This was a key driver in successfully closing a $ 6 Million fundraising round.
- Introduced the offline referral network called Chillr-Select which **accounted for close to 30%** of all activations. A year after launch, this network continued to contribute to **50% of the organic customer acquisitions**.
- Initiated the user behavior study program in collaboration with in-house data science team. Program identified and stopped fraudulent referral activity, **resulting in savings of INR 1.2 Million**.

Assistant Manager – Strategic Initiatives | Mobme Wireless Ltd.   Jul 2012 – March 2015
M-Governance division worked with Indian state governments in implementing digital governance solutions. Responsible for managing key projects across multiple government departments.
- **Owned operational responsibility** for the SMS governance platform, getting key stakeholder buy-in and worked closely with engineering team to **ensure 95% system availability**.