SYED AMIR NAJME

Data Science and AI

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Excelled in the field of Data Science and Analytics for over 13 years, with a proven track record across diverse domains including Finance, Retail, CPG, Ecommerce and Logistics. Seeking senior and strategic level assignments in the field of Data Science and AI with a focus on utilizing AI and machine learning to solve complex business problems. Passionate about driving value-added business through data-driven insights and strategic decision-making.

⚙ Certifications

- Microsoft Certified: Azure Data Scientist Associate | Microsoft Corp.
- Generative AI specialization |DeepLearning.AI
- MLOps Specialization | DeepLearning.AI
- SAS Certified Base SAS Programmer | SAS Institute
- Certification in Machine Learning | Stanford online
- Certification in Python for Data Science and Machine Learning | Udemy
- Certification in Spark and Python for Big data | Udemy
- Certification in AWS machine learning | Udemy

🖥 Core Competencies

- Strategic Planning/Project Mgmt.
- Data Sciences/AI/ML
- Predictive Analytics & Forecasting
- Customer Segmentation
- Data-driven Marketing Strategies
- Revenue Optimization
- Loyalty & Customer Engagement
- Stakeholder Management
- Big Data Analytics and Insights

👤 Profile Summary

- Accumulated **over a decade of practical expertise in Data Science and AI**, specializing in various domains like Finance, Retail, CPG, Ecommerce and Logistics

- Currently serving as an **Associate Director in PwC India**, leading the data science and analytics initiatives within the Data Science and AI practice

- Excellence in managing **end-to-end delivery / program / project planning & implementation** from scope management to deliverables with quality management in line with the guidelines & norms

- Setup the **AI/ML practices from scratch** and created a **comprehensive AI/ML strategy** aligned with the organization's goals and industry trends; defined the roadmap for AI/ML adoption, identifying high-impact use cases

- Proven track record in delivering successful projects focused on **propensity modeling, time series forecasting, Generative AI, Conversational AI and recommendation systems**

- Extensive experience in working with **new tools / technologies / solutions** in areas of **Machine Learning, Deep Learning, NLP/NLG/NLU** and various market leading products/platforms to drive Intelligent Automation

- Contributed immensely by **adopting consultative approach**, determining gaps & implementing new operations & process; built innovative and practical solutions to drive large organizational changes for clients through **Intelligent Automation**

📊 Career Timeline (Recent 5)

2015 - 2017	2017 - 2018	2018 - 2021	2021-2024	Since 2024
dunnhumby	ABSOLUTDATA	BARCLAYS	nagarro Thinking Breakthroughs	pwc

💼 Work Experience

Associate Director | PwC India | May'24 - Present

- Part of PwC India Analytics leadership team responsible for leading multiple data science and AI projects with focus on Generative AI across PwC India
- Responsible for solution design and delivery along with stakeholder management
- Lead a team of data scientists and ML engineers across multiple projects serving GCC (Global Capability Centers) and non-GCC client base in India and PwC partner firms
- Responsible for account growth and new account acquisitions by proposing customized solutions solving complex data problems

⚙ Technical Skills

- Python, R, SAS, SQL
- Azure ML, AWS Sagemaker, Salesforce CRM Analytics
- Power BI, Tableau, Snowflake
- Machine Learning, MLOps Engineering
- Retail Analytics, Marketing Analytics, Risk Analytics, Customer Analytics
- Generative AI and Large Language models
- Model Development, Model Validation and Model Implementation

Projects Undertaken

- 'Voyage planning optimization' for a leading maritime company in the US
- 'Student enrollment forecasting' for a leading university in UAE
- 'Aspect based survey feedback analysis'
- 'QNA assistant using ChatGPT/GPT 3.5' for a leading manufacturing company in Europe
- 'Suggestive tagging using AI' for a global management consulting firm
- Predictive models for targeted cross-sell offers in the US and Canada for a leading FinTech
- Time series forecasting for food categories across State/All India level for a global CPG player
- A/B testing product development in R-shiny for a large US E-commerce company
- Campaign implementation, and evaluation for Tesco Central Europe

🎓 Education

2024: Leadership Development Program |IIM Ahmedabad

2011: B. Tech in Electrical and Electronics Engineering | UPTU Lucknow

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- Drive excellence and efficiency by creating internal capabilities in form of products and accelerators

Principal-Data Science | Nagarro IT Services, India | Sep'2021 – Jan'2024

- Head data science and analytics initiatives in the Conversation AI practice
- Lead a team of project coordinators and data scientist, managing 4-5 data-driven analytics projects simultaneously
- Propose and oversee data-driven projects to advance business interests
- Analyze data findings and communicate them clearly to stakeholders, fostering positive relationships and offering guidance
- Present innovative solutions to clients and address RFPs/RFIs

Assistant Vice President | Barclays PLC, Noida | Dec'2018 - Sep'2021

As AVP: AI/ML Model Risk Management (Mar'2021-Sep'2021)
- Led a team of 6 members on model validation of risk and strategy models with a focus on AI/ML methodologies across the UK and North America
- Validated model training methodology, feature selection, segmentation, ML algorithms and evaluation metrics
- Collaborated with the model development team, strategic analytics team and key business stakeholders to align on model results

As AVP: Strategic Analytics for BUK cards (Dec'2018-Mar'2021)
- Led the Strategic Analytics team for BUK ECM cards portfolio (~10M accounts), driving data-driven business decisions
- Developed business strategies on products including BT/T2B/CLI to optimize key financials utilizing data insights and predictive modeling
- Forecasted and modeled key risk & revenue drivers of P&L line items and estimated 3-year profitability of campaigns

Data Science Manager | Absolutdata Analytics, Gurgaon | Nov'2017 - Dec'2018

- Led projects for financial services, CPG and e-commerce clients, delivering actionable insights and driving business growth
- Deployed Machine Learning Models for a fintech client, resulting in improving capture rate by more than 20%
- Developed and implemented an A/B testing tool in R Shiny, reducing Turnaround Time (TAT) from 4-5 days to less than one day for the client
- Conducted time series forecasting for a prominent CPG player in India, optimizing inventory management for food categories at the state and national level

Analysis Manager | Dunnhumby, Gurgaon | Jun'2015 - Nov'2017

- Led Customer Engagement at Tesco Central Europe; achieved a remarkable 60% increase in response rates through personalized loyalty campaigns driven by machine learning and improved the Sales-to-Cost Ratio (SCR)
- Leveraged logistic regression, linear regression, clustering and segmentation for targeted supplier campaigns, boosting customer engagement and revenue
- Delivered insights and created pitch decks for Consumer-Packaged Goods (CPG) insights and media campaigns, supporting data-driven marketing strategies

Senior Analyst | EXL Decision Analytics, Noida | May'2013 - Jun'2015

- Worked in Risk Analytics at CITI North American Consumer Cards
- Enhanced risk management strategies
- Created and verified predictive scoring models using various metrics
- Contributed to BASEL predictive model development and implementation

Asst. System Engineer | Tata Consultancy Services | Dec'2011 - May'2013

- Performed data extraction, transformation and analysis along with reporting for a US pharma company supporting decision making