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|  | | |  | **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**  **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 | | | | **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)**  **C:\Users\gungun.tiwari\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\8BDAEE71.tmp**Barclays Logo, symbol, meaning, history, PNG, brand**C:\Users\gungun.tiwari\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\4847F47C.tmp**Dunnhumby Vector Logo - (.SVG + .PNG) - SeekVectorLogo.Net  **Since 2024**  **2021-2024**  **2018 - 2021**  **2017 - 2018**  **2015 - 2017**  **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 * 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 * Top of Form   **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 | | | | |  |