

# ABDAL ATTAR

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## OBJECTIVE

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A highly competent data scientist with more than two years of experience developing a wide range of innovative applications like Churn Model, Recharge Likelihood Model. Ability to use (data) statistics and machine learning for finding complex data patterns that drive meaningful impact on the business. I am looking for the opportunity to build a challenging career and apply my skills in an innovative and simplify process. I enjoy working in a team and communicating data- driven results.

## WORK EXPERIENCE

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**Comviva Technologies**

Nov 2018- Present

### **Analytics Projects**

#### **Client – Ooredoo Kuwait**

- **Universal control group –**

Worked upon UCG (Universal control group) statistic model development for Indosat in python (K-mean clustering, T-test, Chi squareTest, Automation)

- **Churn Prediction Model Development-**

**Objective:** The idea is to capture customers those will get churn next month

Collected data from client database (subscriber profile, topup, usage, balance major tables)

- Defined Churn definition with customer (Label identification)
- Explored and analysed the customer profiles – Perform correlational analysis to identify features that have maximum impact on a MSISDN churning
- Trained a classification model for predicting the propensity of churning in future
- Validation - Performed cross validation to confirm model's performance on unseen/new data

- **Recharge Likelihood Model Development-**

**Objective:** The idea is to capture customers who are likely to perform recharge activity on next day, next week or next month.

Collected data from client database (subscriber profile, topup, usage, balance major tables)

- Defined recharge definition with customer (Label identification)
- explored and analysed the customer profiles.
- Trained a classification model for predicting the propensity of churning in future.
- Validation - Performed cross validation to confirm model's performance on unseen/new data.

- **Prepaid to Post-paid Model Development-**

**Objective:** The idea is to capture customers who are likely to migrate from prepaid service to postpaid service in next month.

Collected data from client database (subscriber profile, topup, usage, balance major tables)

- Defined prepaid to postpaid migration definition with customer (Label identification)
- Explored and analysed the customer profiles.
- Trained a classification model for predicting the propensity of churning in future.
- Validation - Performed cross validation to confirm model's performance on unseen/new data.

- **Port out Model Development-**

**Objective:** The idea is to capture customers who are likely to port out.

Collected data from client database (subscriber profile, topup, usage, balance major tables)

- Defined port out migration definition with customer (Label identification)
- Explored and analysed the customer profiles.
- Trained a classification model for predicting the propensity of churning in future.
- Validation - Performed cross validation to confirm model's performance on unseen/new data.

## Client – Indosat Indonesia

- **Recharge value prediction model-**

- **Target:** Predict MSISDN's wise total recharge amount in next month.
- **Business Impact:** Combining propensity and the RFM matrix, Customer can decide whether a customer should be subjected to higher number of small denomination recharge or less frequent large denomination recharges. This should help increase overall recharge amount.

- **Data upselling predictive model-**

- **Target:** Predict MSISDN's wise total data usage in next month.
- **Business Impact:** The leads with potential increase in usage could be subjected to data packages of increased denomination. Hence, increasing data ARPU.

- **Universal Control Group (UCG)-**

**Client:** Telekom Kenya, H3I Jakarta

**Objective:** Outcome of the statistic model is to divide subscriber base into UCG and UTG, in order to calculate campaign effectiveness

- Developed the scripts and logics, which takes data from different data marts of the client and create the aggregated level data required for UCG run.
- Major techniques i.e. stratification, K-mean clustering, random sampling, t-test, representativeness validation used.

- **Sentiment scoring model in python-**

**Client:** Internal, Mobilytix product

Aim of the model is to target the subscriber based on their sentiments on social Medias toward the product and provide the real time offers.

- Data collected from twitter social media using public APIs.
- Data cleaning was performed in python including word tokenization, stopword removal, Lemmatization etc.
- Trained different classification algorithms (Random forest, logistic regression, KNN) and then built the model using random forest.

## EDUCATION

## SKILLS

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- Programming Languages: C, Python (Data frame -Pandas, NumPy, Scikit-learn), Core JAVA, R Programming
- Machine Learning: Bigdata, Hadoop, Apache Kafka, Pyspark, Regression, Classification, Linear Regression, Logistic Regression, Decision Tree, SVM, KNN, K-Means, Random Forest, OpenCV, NLP
- Web Frameworks: Flask, Django
- Deep learning frameworks: TensorFlow & Keras
- Programming IDE: Eclipse, NetBeans, PyCharm, R-Studio, Jupyter Notebook
- Operating Systems: Windows, Unix / Linux
- Markup Language: HTML, XML, CSS.
- Database /File system: MySQL, PostgreSQL, Hive and having experience in HDFS.
- Office Tools: MS Office, MS Power Point, MS Excel

## CERTIFICATION

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- Machine Learning (Stanford University)
- Google Data Analytics Professional Certificate