

Mohammed Shakeeb Basha

Associate Data Scientist

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Data Scientist with 2 years of experience with a demonstrated history of working in the Research and Management consulting industry part of building data-driven solutions for clients varying from diverse industries. Capable of translating business and functional qualifications into substantial deliverables.

WORK EXPERIENCE

Associate Data Scientist Course5 Intelligence

07/2019 - 09/2021

Bengaluru

Achievements/Tasks

- Tasks ranging from Data preparation, Insights generation to model building using machine learning algorithm
- Visualize and report data findings in a variety of formats using R Shiny apps etc
- Been part of developing 2 new solutions for marketing and retail customer analytics where tasks are exploring the opportunities, developing models and integrate over platform
- Participate by listening into client calls and other project briefings to understand the objective of project
- Collaborate with business stakeholders to create polished and professional presentations to be used with clients
- Experience in working under marketing analytics, customer analytics and retail analytics

Data science Intern Xcellent solutions

05/2019 - 07/2019

Achievements/Tasks

- Extracting the sales and clickstream data of users from google analytics and generate weekly & daily reports in support of business objectives which helps in analyzing the performance of retail e-com business
- Worked on automating the daily reports from fetching data , report generation to sending report through mails
- Managing the database using SQL server management studio with task including extracting data and preparing views.

EDUCATION

MBA in Business Analytics DSCE

2017 - 2019

Bengaluru

Courses

- Market Basket analysis - Customer cross selling analytics
- Identification, assessment and evaluation of KPI at company's top line growth

SKILLS

R Python SQL Excel Retail Analytics
Marketing Analytics Tableau BayesiaLab
Design thinking Google analytics

PROJECTS WORKED IN COMPANY

Market Mix Modelling to optimise future spend

- Analyze the contributions of marketing spends on various online channels by through causal predictive model of market mix
- Building optimizer in R from same model and suggested optimized marketing plan for next cycle which had potential to increase revenue by 4.1% for same spend level

Multi-Touch Attribution for Leading Software company

- Fetching click stream data from adobe analytics for website and using SQL extract necessary information
- Build algorithmic based Markov chain multi-touch attribution model from click stream data of client website

Product recommendation for ecom customer

- For online customer based on their customer journey and other , similar user, built product recommendation system for segmented customer with cross-selling and up-selling motives
- Simulating various scenarios for segmented customers to obtain products with high probability to purchase through bayesian causal model

Key Drivers analysis on customer survey

- Analyzing the customer perceptions from survey data through causal modelling to help in product development and improvement
- Developed action plan for stakeholders with simulating various scenarios to increase customer satisfaction

Unified Marketing Measurement solution

- Develop MM and MTA model for marketing spends across online and offline channels to understand strategic and tactical media performance and infuse the both learning to obtain understand marketing performance

ACHIEVEMENTS

Best Rookie Award - Best Performer (2019 - 2020)

Course 5 Intelligence

Best Management Team (2019)

Presidency College

INTERESTS

Football Snooker Foosball Puzzles