



AYUB AHMED

DATA SCIENCE LEADER

SUMMARY

- Data science leader with over 9 years of experience in the field.
- Experienced in breaking down and solving complex problems across various domains, including retail, pharma, big tech, etc.
- Building, scaling and deploying agile analytical and data science pipelines using various ML/Statistical techniques

EXPERIENCE

SENIOR DATA SCIENTIST, LEVI'S, BENGALURU

JAN '22 – PRESENT

- Leading the customer vertical of the data science team building AI solutions across multiple geographies in Asia, leading to >\$2.2Mn in incremental revenue.
- Leading the effort to partner with **data engineering to on-board CRM data** from various sources to build the customer analytical database.
- Developed ANN models for identifying customers to be targeted for CRM communications, leading to **~2x ROI and >50% increase in response rates**.
- Drove the initiative to improve customer experience on our digital platform leading to **one-touch resolution of >30% tickets**.
- Developed a **product recommendation framework** for suggesting complementary products to shoppers using product embeddings. This exercise has led to an increase in up-sell and cross-sell, increasing customer shopping frequency by 5%.

DECISION SCIENTIST, GOJEK TECH, BENGALURU

MAR '21 – DEC '21

- Driving data science solutions for GoFood (Indonesia's largest food delivery platform) – Ordering and Reliability team
- Led the effort to **improve the accuracy of delivery time** shown to customers by incorporating real-time features, reducing customer anxiety metrics such as chat communications by 8% and complaint tickets by ~5%.
- Drove the exercise for **improving merchant food preparation time** through identification of actionable drivers (benchmarking food preparation times at cuisine level, displaying driver ETA to merchants, identifying out of stock items and merchant incentivisation program) – **reduced Avg. ETA of ~5% orders by 2+ minutes**

LEAD ANALYST, LOWE'S INDIA, BENGALURU

MAR '18 – MAR '21

- Led a 3-member team to **automate A/B Testing for price changes**, which included developing a **control selection methodology for 8 categories** which included building data pipelines from various data sources.
- Led a 2-member team in developing a comprehensive **Competitor Scoring Model** using geographical & finance-based metrics to measure competitive aptitude for any product group at any store.
- Developed the complete **Market mix model for 2 banners** leading a 2-member team using Python and developed a R-Shiny dashboard to dynamically generate different marketing mix scenarios.
- **Developed and executed several marketing campaigns**
 - Developed the marketing strategy to target ~1Mn customers driving over \$10Mn in incremental sales per quarter
 - Developed the Python automated framework for A/B testing and targeting the right customers with offers
- Spearheaded the effort to **migrate all processes from SAS to Python** and also helped the L&D team in the design and conduct of the Python training

CONTACT

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in linkedin.com/in/ayub-a7272

github.com/ayuba7272/python ML

Bengaluru, IN



SKILLS

BUSINESS DOMAINS

- Retail CRM & Marketing
- Retail Pricing
- Ordering & Delivery Tech
- Platform Experience
- Digital Analytics

TECHNOLOGY

- SQL, HIVE, GCP, AWS
- Python & R
- Excel & VBA
- Power BI, QlikView & Looker Studio
- Alteryx & KNIME
- Airflow & Git

TECHNIQUES

- Regression
- Classification
- A/B testing
- Clustering
- Deep Learning (ANN)

EXPERIENCE (CONTD.)

APPRENTICE LEADER, MU SIGMA, BENGALURU

SEP'14 – MAR '18

- Led a 7-member team that supported a technology giant with **Online data Analytics across its search and support portals**
 - Developed scorecards and reports to analyze the performance of web content across >80% of the support domains
 - Identified pages that required improvement leading to an increase in support call deflection and first call resolution rates
 - Improved legacy systems and reduced processing time by 67% through performance tuning of ETL jobs
- Led a 4-member team in **developing reporting solutions for the pricing analytics** function of a pharmaceutical leader
 - Designed an automated SAS process reducing the turn-around time on validating rebate claims from 2 days to <10 min
 - Developed QlikView reports identifying fraudulent contracts based on anomalies in purchasing patterns saving \$300k/month for one geography
- Built modules, trained and contributed to developing the curriculum for on-boarding fresh graduates into Mu Sigma

ASSISTANT CONSTRUCTION ENGINEER, STUP CONSULTANTS PVT. LTD., BENGALURU

JAN'12 - JULY'12

- Worked as a Planning and Design Engineer preparing detailed spreadsheets for the design of hydraulic structures

AWARDS & RECOGNITIONS

- Appreciation for training interns through the Genarisi GIHGIH program in Aug 2021
- "Lowe's Champion Award" for helping the finance team with analysis of expenses in Nov 2020
- "Employee of the month" for the Competitor Density Scoring Model built in June 2020
- "Project of the year award" for the Market Mix Modelling project in Jan 2020
- The "Code Red Award" for being approachable to everyone in times of any crisis in Jan 2020
- "Lowe's Excellence Award" for showing tremendous ownership and accountability in delivering several projects
- "Spot Award" for pulling the load in the team and being reliable while completing multiple projects
- "Impact Award" for taking customer engagement to the next level to build a long-term engagement
- "Spot Award" for holding the team together and completing the risk rating & recommendation model
- Several other Recognitions for training conducted on both business concepts and technical skills

EDUCATION

DEGREE / EXAMINATION	YEAR	INSTITUTION	RESULT	
M.E., Civil (Infrastructure Systems)	2012 - 2014	B.I.T.S. Pilani, Pilani Campus	8.86	-
B.E., Civil Engineering	2007 - 2011	U.V.C.E., Bengaluru	76.35%	Distinction
Karnataka PUC (Class XII)	2007	C.M.R. National PU College, Bengaluru	80.33%	First Class
ICSE (Class X)	2005	St. Germain High School, Bengaluru	84.0%	-

OTHER INFORMATION

- Defined problems and help ideate with NGOs on using data for improving digital education for lower-income groups during COVID
- I also occasionally deliver lectures as a visiting faculty at colleges and online platforms
- I represent New Ashoka Hockey Club at Karnataka State 'C' division Hockey tournaments and have also represented BITS-Pilani at the All-India West Zone Tournament in 2012
- I have captained the winning football team at the Lowe's Internal Tournament in 2019 and love playing sports
- Developed an image classification algorithm in MATLAB for identifying the most efficient pipe network grid for rainwater harvesting with the potential of providing potable water to 400 people
- A student representative all through my academics; as such well-versed with the responsibilities of leadership
- Fluent in English, Hindi, Kannada and Tamil