AYUB AHMED

DATA SCIENTIST

CONTACT

@ ayub.a158@gmail.com

☐ +91-9916448091

🌐 ayuba7272.github.io

github.com/ayuba7272/python_ML

Bengaluru, IN
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SKILLS

BUSINESS
- Customer Analytics
- Marketing Analytics
- Pricing Analytics
- Digital Analytics
- Process Automation

TECHNOLOGY
- SQL, HIVE, Big Query (GCP)
- Python & R
- Excel & VBA
- Power BI, QlikView & Looker Studio
- Alteryx & KNIME
- Airflow & Git

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

SUMMARY

- Around 9 years of experience in data science.
- Experienced in breaking down and solving complex problems across various domains, including retail, pharma, big tech, etc.
- Building and scaling agile analytical and data science solutions using various ML and Statistical techniques

EXPERIENCE

SENIOR DATA SCIENTIST, LEVI'S INDIA, BENGALURU   JAN '22 – PRESENT
- Managing a 3-member team building Retail CRM oriented data science solutions across multiple geographies in Asia, leading to $1Mn in incremental revenue annually.
- Have 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 2%.
- Built the customer profiles for E-Commerce customers and segmented them in order to improve the effectiveness of CRM communications.

DECISION SCIENTIST, GOJEK TECH, BENGALURU   MAR '21 – DEC '21
- Part of a 6-member team handling data science projects 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   SEP '19 – MAR '21
- Led a 3-member team to automate A/B Testing for price changes
  - o Control Selection based on different statistical factors which included building data pipelines from various data sources
  - o Comprehensive measurement of the Price Tests using Hold-out and Quasi Control Approach and final Reporting in Power BI
- Led a 2-member team to build a Competitor Density Scoring Model
  - o Developed a comprehensive scoring model using various statistical techniques using geography & financial-based metrics
  - o The model is currently in use across all functions as a basis to measure competitive aptitude for a product group at any location
- Developed the complete Market mix model for 2 banners with a 2-member team
  - o Developed the market mix model in python to estimate sales contributions of different media channels
  - o Further developed a spend optimization simulator in R Shiny to dynamically generate different marketing budget scenarios
  - o The project was voted as the project of the year by the entire team
- Developed a model to target customers who purchased only specific categories with offers, to drive sales of attached products and drive further visits

EXPERIENCE (CONTD.)

SENIOR ANALYST, LOWE'S INDIA, BENGALURU   MAR '18 – AUG '19

- 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

DECISION SCIENTIST, 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 multiple reporting solutions for the pricing analytics 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 conducting training for 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 have captained the winning football team at the Lowe's Internal Tournament in 2019 and love playing football
- 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