Nabeel Tariq
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EDUCATION

EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL   Atlanta, GA

Master of Science in Business Analytics (MSBA) – Accelerated One-Year Program   *May 2018*

- MSBA 2018 student admissions ambassador

Research Assistant (Information Systems)   *Dec 2017 – Present*

- Interest areas – recommender systems and online experimentation, with potential E-commerce applications

MSBA Capstone Project   *Jan 2018 – Present*

- Applying data science for cost reduction and customer service improvement at a $60B delivery services company

LAHORE UNIVERSITY OF MANAGEMENT SCIENCES (LUMS)   Lahore, Pakistan

B.S.c (Hons), Accounting and Finance   *Jun 2014*

DATA SCIENCE COMPETENCIES

Analytical Tools:	Spark, Hadoop, Cloud Computing, MicroStrategy, SAP InfiniteInsight, Jupyter, Rstudio, RapidMiner, Tableau, SPSS
Languages:	SQL, R, Python
Techniques:	Market research, visualization, recommender systems, predictive modeling, clustering, social networks, pipelines, neural networks, full-stack web development

EXPERIENCE

JAZZ TELECOM LTD (VEON TELECOM GROUP)   Islamabad, Pakistan

Multinational specializing in telecommunications, technology and financial services

Specialist Analytics and Insights (Marketing) – Consumer Insights (cross-functional internal consultant)   2017 to 2017

Senior Associate Analytics and Insights (Marketing) – Consumer Insights   2016 to 2016

- Directed and optimized a $2MM insights portfolio. Executed market research and mapped consumer data for brand positioning, driving customer experience, improving product and market share, and distribution optimization. Revamped the portfolio, decreasing costs by 25%, while increasing scope of captured insights
- Collaborated with the Analytics and Insights function and international consultants on integration strategy for the $1.4B Jazz – Warid Telecom merger. Led an array of efforts, from mapping consumer perception and sentiment, to micro-level network integration, and reducing customer attrition
- Executed market segmentation for the Pakistani Telecom Sector (130MM consumers) in partnership with McKinsey & Company. Facilitated mapping of external market segments to internal data-warehouse using decision tree learning
- Drove commercial transformation and diversification efforts by market sizing and generating insights on new opportunities, enabling Jazz to expand into the technology space and launch the global VEON engagement platform

JAZZ TELECOM LTD (VEON TELECOM GROUP)   Islamabad, Pakistan

Multinational specializing in telecommunications, technology and financial services

Associate Business Intelligence – Contextual Marketing   2014 to 2015

- Led a revenue stream of $20MM per year. Combined data science, marketing analytics and traditional consumer insights to isolate customer behavior. Developed customer micro-segments and delivered value to these segments via personalized marketing campaigns
- Pioneered a new segment and revenue source, by targeting subscribers engaged in international telecom usage. Boosted microsegmentation revenue by approx. 10% per year
- Developed a plan to graduate non-high value subscribers to high value subscribers, improving revenue by 5% per year
- Actively involved in the Next Best Action initiative, using data analytics and recommender systems for smart upselling products via multiple channels, resulting in improved customer experience and incremental revenue
- Explored impact of macro-economic variables on revenue at Jazz and statistical models to forecast them

ADDITIONAL INFORMATION

- Founding team member and first treasurer of LUMS Alumni Association – Islamabad Chapter (2017)
- Investigated long term goal – setting and project management for the Akhuwat Social Entrepreneurship Institute
- Developed a policy paper exploring literacy gaps and revamping early childhood education in Pakistan