

Imran Ishtiyak Ahmed

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PROFILE

An accomplished data science professional having **3 yrs** of experience with a proven track record in end-to-end project execution, with expertise lies in developing robust **machine learning** and **deep learning pipelines**, conducting **predictive analysis**, building models, performing **data manipulation**, and deriving actionable insights from **complex datasets** across various **domains**.

PROFESSIONAL EXPERIENCE

04/2024 – present	Analyst	<i>Supreme Group pvt. Ltd.</i>
04/2023 – 04/2024	Senior data analyst	<i>findability sciences pvt. ltd.</i>
01/2022 – 04/2023	Data analyst	<i>findability sciences pvt. ltd.</i>
03/2021 – 05/2021	Data science intern	<i>Verzeo</i>

ROLES & RESPONSIBILITIES

Company : Findability Sciences pvt. ltd

Real time bidding solution :

- Spearheaded innovative **Machine Learning** advertising solution for Softbank, integrating cutting-edge **AI/ML** in real-time bidding.
- Designed AI-based CPM algorithm, linking **Random Forest** win probability, click probability models, and **Gradient Boosting** bid pricing model.
- Established Python simulation environment for rigorous testing, using docker and Jenkins on **cloud platform**.
- Performed detailed data analysis to reveal bid price patterns and correlations with demographics, improving bidding strategy and campaign targeting.

Achieved a remarkable 25% improvement in KPIs, particularly in CPM, compared to the existing non-AI model, and an outstanding 16% lift in KPIs, particularly in CPC, compared to the previous model.

Monthly Volume forecasting :

- integrated external flags as additional features, uncover relationships between external flags and product volumes, improving understanding of demand dynamics.
- Utilized state-of-the-art time series algorithms like **ARIMA, SARIMA, and Prophet** to capture complex temporal dependencies.
- Designed a robust **data preprocessing pipeline** to structure raw monthly forecast data, making it suitable for analysis and **model training**.
- Created an efficient historical database for storing and managing volume data, enabling retrospective analysis and **model evaluation**.

Customer Analytics :

- Developed a **Machine Learning** propensity model predicting customer **likelihood** to convert, enhancing targeting precision and campaign ROI.
- Implemented comprehensive **feature transformation** and **feature engineering** techniques to construct various impactful **variables**.
- Analyzed demographic and purchase data to identify high-potential customer segments for targeted marketing strategies.
- Engineered a recommender system for optimizing ad spend by dynamically targeting optimal customer segments.
- Increased** advertising effectiveness with **higher conversion rates** and improved Cost per Walkins.

Company : Supreme Group Pvt. Ltd.

Inventory forecasting & Analysis:

- Applied **ARIMA** and **Prophet** models for accurate inventory forecasting, ensuring optimized stock levels and minimal shortages.
- Conducted detailed waste production analysis, implementing cost-effective solutions to boost efficiency.
- Performed detailed cost analysis within manufacturing, driving operational streamlining.

Company : Verzeo pvt. ltd

Image processing using YOLO v4 :

- Developed an advanced YOLOv4-based Landmark Detection algorithm for real-time object detection, enhanced with TensorFlow and Keras.
- Implemented extensive image augmentation and annotation to optimize model training and improve generalization capabilities.

SKILLS

Programming Languages & Tools : (Python, R, MySQL, Microsoft Excel, Tableau)

Libraries : (Pandas, Numpy, Sklearn, Tensorflow, Keras, Django, Flask, Matplotlib, Seaborn, Plotly, Pymysql, Streamlit, Dplyr, ggplot2)

Techniques : (Machine Learning (Regressions, Classifications, Ensemble, AutoML, Supervised, Unsupervised), Linear Regression, Logistic Regression, RandomForrest, Boosting techniques, , Prophet, Time series analysis Deep Learning , Transfer Learning, EDA (Statistical Analysis, Hypothesis testing, Variable, Selection, Sampling))

Deployment & version control : (Docker, Jenkins, GitHub, Herokuu)

EDUCATION

2017 – 2020	Bachelors of Engg.	University of Mumbai	8.77
2014 – 2017	Diploma in Engg.	MSBTE	85.64 %
2013 – 2014	SSC	MSBSHSE	89.40 %