

Syed Misbah

mailsyedmisbah@gmail.com

+91-9066665419

[linkedin/syedmisbah](https://www.linkedin.com/in/syedmisbah)

syedmisbah.github.io

Satellite & OTT Broadcasting, Marketing, CPG, Retail, Telecom

DISH NETWORK - DATA SCIENCE MANAGER

Nov '21 – Present

- AI/ML leader at **DISH India**, led **two high impact & three medium** impact initiatives
- Total impact of **\$3.5M+** in top line revenue and savings, **saved 380 hrs. / qtr.** in effort
- Identified & converted high ROI opportunities, to **boost leadership's confidence** in AI/ML solutions
- **Built a talent pool of 10+** people that helped us in taking on bigger and high impact problems

Market Mix Modeling (MMX)

- Successfully developed & deployed a MMX solution which **manages \$4MM/mo** across **7 channels**
- Uses a combination of **ridge regression-based attribution model** and non-linear optimization
- Potential improvement of **7.5% in top-line revenue** – while **reducing marketing spend by 1.8%**

Dynamic Creative Optimization (DCO)

- Architected the DCO solution for Sling – **showing creative to prospects based on real-time data**
- Extracted elements from creatives using **CNNs**, trained regression models to **identify best performing element** for each prospect pattern, and then used this mapping to **stitch dynamic creative in real time**
- **~29% CTR uplift, 6.7% subscription uplift**, and savings of **290 hrs./qtr.** Effort

AI Smart Bidding Platform

- Developed the **Smart Bidding Algorithm** which optimizes for spend on high ROAS patterns (**-17% SAC**)
- Led **MTA (Multi Touch Attribution)** initiative for 7 channels - to enable holistic view of channel ROAS
- Built **subscription & viewership forecasting** model > led to +0.12 AUC for downstream churn models

Predictive Reach Booster

- Developing a predictive solution aimed to **increase the reach of brands which advertise** on Dish
- The core idea is to **predict the viewership for each network, household & timeframe**
- This enables brands to know the direct & potential viewership before they launch a campaign
- Brands can then target those specific potential households which they cannot reach directly – using target files in set top boxes

EVALUESERVE - LEAD, DATA SCIENCE

Mar '21 – Oct '21

- **Led** a team of **seven data scientists** for engagements across manufacturing and energy domain
- Built a deep learning **CNN based object detection model** which identifies defects in galvanized plates for a steel manufacturing client – **improving defect detection by 54%**
- Overhauled **MLOps** pipelines – migrated from legacy deployments to microservices architecture

MU SIGMA INC. - DECISION SCIENTIST

Aug '17 – Sep '20

Sales Force Planning & Optimization | Russian Petcare Manufacturer

- **Led** a team of **six data scientist** to build a sales force optimization tool to **maximize sales uplift & ROI**
- **Clustered** outlets, measured **impact of visits** using regression & generated **optimized visit plans**
- **~3% sales uplift(+ \$6.2MM)** and expenditure **reduced by 24%(\$0.5MM)** – savings of **960 hrs./qtr.** effort

Strategic Revenue Management | US CPG Giant

- Created a **sales driver model** for attribution of sales to key drivers with **MAPE <20%** using ElasticNet
- Developed a **Trade Promotion Optimization (TPO)** framework which enabled client to design optimized promo plans leveraging **Seasonality, Pricing, Execution, Distribution, Co-promotion & Cannibalization**
- Powered by a **linear optimizer** atop the sales driver model - **unlocked potential value of ~\$7MM/year**

Competitor Clash Forecasting | US CPG Giant

- Developed a Competitor Clash Forecasting framework to help **account managers time promotions**
- The framework uses a combination of **time series forecasting & attribution** models
- **30% reduction** in negotiation time and sales uplift of **2%(\$3.6MM)** across four retailers in six months

[medium/data-decoded](https://medium.com/data-decoded)

SKILLS

Tech Stack

Python	AWS (DE, DS)
PySpark	Azure (Basics)
R	Dataiku (End 2 End)
SQL / No SQL	Neo4j Graph
OR-Tools	Tableau / Power BI

Analytics and Math

- **Statistics** - Hypothesis testing, EDA & experiment design
- **Regression** (Linear / Tree based)
- **Classification** (Logistic, Decision Trees, Ensemble – random forest/ XGBoost)
- **Time Series Forecasting**
- **Deep Learning** - Convolution Neural Networks
- **Data Pipeline Architectures**

Business

- Stakeholder Management
- Problem Solving
- Story Boarding
- Agile Project Delivery Mgmt.

LEADERSHIP

Mentorship and Support

- Mentor - 3 senior DS
- Cross functional ML solution engineer for hardware engg. and ad-tech team

AI/ML Center of Excellence

- Establishing AI/ML COE – which will serve as the central team for enabling driving data culture at DISH India

- Trained executive leadership team on evangelizing data & AI / ML

EDUCATION

Bachelor of Engineering, IT

Bangalore Institute of Technology
VTU | 2013 - 2017

First Class with Distinction
Academic Excellence Award

Secondary Education

Carmel Junior College, CISCE

2012 – XII : 85%

2010 – X : 88%