Syed Misbah

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ALGORITHMS

CORE ML

Regression
- Linear/Poly/SVR/L1/L2
- ElasticNet/LARS/MARS

Classification
- Logistic / Naive Bayes / SGD
- K Neighbors/SVM/DTrees/RF

Clustering
- KMeans / KMode / VBGMM
- Spectral / Hierarchial / DBSCAN

Forecasting
- ARIMA(X)/HW/UCM/GAM

Dim. Reduction, Optimization & Ensemble
- PCA/LDA/LLE
- Linear/Constraint/Integer Prog.
- Boosting/Bagging/AdaBoost/XGBoost/GBM

DEEP LEARNING

- Image Models - ConvNets (CNN)
- RNNs/LSTM/GRU
- AutoEncoders
- Deep Boltzmann Machines

STACK

CODE

Over 20k lines:
- Python • R

Familiar:
- C • C++ • Java • SQL

FRAMEWORKS

- Tensorflow • Keras
- scikit-learn

VISUALIZATION

- Tableau • Excel • JavaScript

INTEGRATION

DevOps - • Docker • Jenkins
Cloud - • Azure • AWS
VCS - • Git
DB - • Postgres • Neo4j

HONORS

AWARDS

- 3 SPOT awards for leadership & accountability
- Academic Excellence Award

CERTIFICATION

- Decision Scientist

EXPERIENCE

MU SIGMA INC. | Decision Scientist

August 2017 – Present | Bangalore, IN

U.S. based CPG Manufacturer | Strategic Revenue Management

- Built a framework that identifies key drivers of sales and feeds into an optimization engine which generates the right price mix across portfolio.
- Identified the most important parameters of in-store execution like Assortment, Position, Location and Signage, and built a prioritization engine which recommends the stores the auditors needed focus on
- Reduced auditor call times by 30%, leading to $2.1mm reduction in audit investments

Global Beverage & Brewing Giant | Promo Optimization and Market Penetration Analysis

- Developed a Trade Promotion Optimization(TPO) tool to recommend 12-week promotional calendars which optimizes the investment allocation maximizes top-line or bottom-line growth - leading to a $3.5mm reduction in trade investments and 1.3% bottom-line growth
- Led a 4 member team on the back-end development of a video occasion detection tool leveraging deep CNNs.

U.S based Sports broadcaster | Digital Fingerprinting

- Designed and developed a graph based digital fingerprinting system which identified unique users across anonymous devices using static and behavioral attributes
- Reducing advertising expenses by $2.3mm by reducing the number of individual users that needed to be targeted.

RESEARCH

DEPT. OF AEROSPACE ENGG., INDIAN INSTITUTE OF SCIENCE

Sep 2016 - Feb 2017 | Bangalore, IN
- Extract roads and power-lines from aerial images using CNN for use in NAVIC

INTERNSHIP

TINPLATE COMPANY OF INDIA July 2015 | Jamshedpur, IN

- Designed & deployed an automated PID controller to regulate coil thickness

EDUCATION

BANGALORE INSTITUTE OF TECHNOLOGY, VTU

B.E in Electronics and Instrumentation
First Class with Distinction | July 2013 - July 2017

CARMEL JUNIOR COLLEGE, ICSE

Major - PCM, Minor - Comp. Sci. | Graduated May 2012
- XII - 84.5% • X - 88.2%

INTERESTS

- Commercial FS pilot, qual. PPL • Track Racing • Algo Trading • Blogging