

# Syed Misbah

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Blog: Medium/Data Decoded

## MACHINE LEARNING

### Regression

- Linear/Ridge/Lasso
- ElasticNet/Stacked
- Random Forest Regr.

### Classification

- Logistic/Softmax/SVM/kNN
- Decision Trees & Random Forest

### Clustering

- KMeans / Birch / VBGMM
- Spectral / Hierarchical
- DBSCAN / Mean Shift

### Dimensionality Reduction & Ensemble

- (k)PCA/LDA/LLE
- Boosting/Bagging/Pasting/GBM

### Forecasting

- ARIMA(X) / Holt Winters

## DEEP LEARNING

### Computer Vision - CNNs

- Object classification & detection
- Object Localization

### Recommender Systems

- Collaborative Filtering
- Matrix Factorization

### Natural Language Processing

- Text classification - sentiment analysis
- Topic & Language Modelling
- Caption generation

## STACK

### CODE

- Python • R • SQL
- PySpark • Cypher(Neo4j)

### FRAMEWORKS

- Tensorflow • Keras • scikit-learn

### VISUALIZATION

- Tableau • Excel

## HONORS

### AWARDS

- 2 SPOT Awards for leadership, 1 for technical rigor
- Academic Excellence Award

### LEADERSHIP & MENTORING

- Python tutor for 100+ employees
- Project mentor for 30 employees
- Recruitment(Tech.) of 10+ employees

## 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 and built a prioritization engine which recommends the stores the auditors need to focus on, reducing \$990k in audit investments, and +30% efficiency
- Designed, developed & deployed a Clash Negotiation Tool which forecasts competitor prices and helps NAM's design promo plans which are win-win for both manufacturer & retailer, leading to 5000 hrs/NAM/year reduction in time

### GLOBAL BEVERAGE & BREWING GIANT | PROMO OPTIMIZATION AND MARKET PENETRATION ANALYSIS

- Developed a Trade Promotion Optimization(TPO) tool which minimizes the investment & maximizes for revenue/share/profit across entire product portfolio - 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 which classified consumption of beverages by occasions - leveraging deep CNNs

### U.S BASED SPORTS BROADCASTER | DIGITAL FINGERPRINTING

- Designed and developed a graph database(Neo4j) based digital fingerprinting system which identified unique users across anonymous devices using static and behavioral attributes
- Classified unidentified users coming from new IDs into returning or 'new-to-platform' category
- Reducing advertising expenses by \$2.3mm by reducing the number of individual users that needed to be targeted.

## RESEARCH & INTERNSHIP

### Indian Institute of Science

- Extract roads and power-lines from aerial images using CNNs for use in NAVIC

### Tinplate Company of India

- 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 | '13 - '17

### Carmel Junior College, ICSE

• XII - 84.5% • X - 88.2% | Grad. 2012 | PCM + Comp. Sci.(Data Structures & Algo)

## INTERESTS

- Qual. Private Pilot • Algorithmic Trading • Blogging • Photography