

Syed Misbah | Data Science & Engg. Manager

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~7 YOE in AI / Machine Learning | Marketing, TV/OTT, CPG & Retail, Airlines

DISH NETWORK - DATA SCIENCE & ENGG. MANAGER

Nov '21 – Present

- AI/ML leader at **DISH India** - Impact of **\$3.5M+** in revenue & savings, **saved 380 hrs. / qtr.** in effort
- Identified & converted high ROI opportunities to **boost leadership's confidence** in AI/ML solutions
- **Built & developed a talent pool of 15+** people to tackle more significant & high-impact challenges

Market Mix Modeling (MMX)

- Successfully developed & deployed a MMX solution which **manages \$230M/mo.** across **17 channels**
- Uses a combination of **ridge regression-based attribution model** and non-linear optimization
- **6% lift in compared to BAU allocation—reduced SAC by 4.8%**

Dynamic Creative Optimization (DCO)

- Architected the DCO solution for Sling OTT – **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 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 and household** in a given **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 – unlocking **potential additional revenue of ~\$15M/year**

EVALUESERVE - LEAD, DATA SCIENCE

Mar '21 – Oct '21

Steel Plates Defect Detection | US Steel Manufacturer

- **Led** a team of **three data scientists** for engagements across manufacturing and energy domain
- Built a **CNN based object detection model** which detects defects in galvanized plates (0.54 mAP)

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%(\$0.9M)** across four retailers in six months

SKILLS

Tech Stack

Python	AWS Stack
R	Dataiku
SQL / No SQL	Neo4j Graph DB
OR-Tools	Tableau / Power BI

Data Science / Machine Learning

- **Statistics** - Hypothesis testing, EDA & experiment design
- **Regression** (Linear / Tree based)
- **Classification** (Logistic, Decision Trees, Ensemble – random forest/ XGBoost)
- **Time Series Forecasting**
- **Deep Learning** - CNNs
- **End-to-end** data pipeline

LEADERSHIP

AI/ML Center of Excellence

- Establishing AI/ML COE – which will serve as the central team for driving data culture at DISH India
- Training executive leadership team on evangelizing data & AI / ML

Mentorship and Support

- Mentor for 2 senior and 1 Junior DS
- Cross functional ML solution engineer for hardware engg. and ad-tech team

HONORS & AWARDS

- **3 spot awards** for technical capability & **2 impact awards** for leadership & accountability

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%