Syed Misbah

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Satellite TV & 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 and household** in a given t**imeframe**
- 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%($3.6MM)** across four retailers in six months

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SKILLS

Tech Stack

Python	AWS (DE, DS)
PySpark	Azure
R	Dataiku
SQL / No SQL	Neo4j Graph
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 enabling 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%