Syed Misbah

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syedmisbah.github.io

Links

Linkedin/syedmisbah
Medium/@syedmisbah
Github/syedmisbah
Kaggle/syedmisbah

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 / Hierarchial
- 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
- Style Transfer & SuperResolution

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

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 1000 hrs/NAM 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 • Track Racing • Blogging • Photography