Links

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

Blog: Medium/Data Decoded

Syed Misbah

mailsyedmisbah@gmail.com | +91 906 666 5419
syedmisbah.github.io

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

Reinforcement & Association
- UCB/Thompson Sampling
- Apriori/Eclat

Dimensionality Reduction, Optimization & Ensemble
- (k)PCA/LDA/LLE
- Linear/Constraint/Integer Prog.
- Boosting/Bagging/Pasting/GBM

DEEP LEARNING
- Image Models - ConvNets (CNN)
- RNNs/LSTM/GRU
- AutoEncoders
- Deep Boltzmann Machines
- Generative adversarial networks

STACK

CODE
- Python • R • SQL
- PySpark

FRAMEWORKS
- Tensorflow • Keras
- scikit-learn • pandas

VISUALIZATION
- Tableau • Excel

INTEGRATION
DevOps • Docker + Kubernetes
Cloud - • Azure • AWS
VCS - • Git
DB - • Postgres • Neo4j

HONORS

AWARDS
- 3 SPOT Awards
- 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 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 Sep 2016 - Feb 2017
- Extract roads and power-lines from aerial images using CNNs for use in NAVIC

TINPLATE COMPANY OF INDIA July 2015
- 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 • Algo Trading • Blogging • Photography