

Syed Misbah

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ALGORITHMS

CORE ML

Regression

- Linear/Poly/SVR/L1/L2
- ElasticNet/LARS/MARS

Classification

- Logistic / Naive Bayes
- K Neighbors/SVM/DTrees/RF

Clustering

- KMeans / KMode / VBGMM
- Spectral / Hierarchical / DBSCAN

Dim. Reduction, Optimization & Ensemble

- PCA/LDA/LLE
- Linear/Constraint/Integer Prog.
- Boosting/Bagging/AdaBoost/XGBoost/GBM

DEEP LEARNING

- ConvNets (CNN)
- RNNs
- LSTM
- AutoEncoders
- Deep Boltzmann Machines

STACK

CODE

Over 20k lines:

- Python • R

Familiar:

- C • C++ • Java • SQL

FRAMEWORKS

- Tensorflow • Keras
- scikit-learn

VISUALIZATION

- Tableau • Excel • JavaScript

INTEGRATION

- DevOps - • Docker • Jenkins
- Cloud - • Azure • AWS
- VCS - • Git
- DB - • Postgres • Neo4j

HONORS

AWARDS

- 3 SPOT awards for leadership & accountability
- 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 like Assortment, Position, Location and Signage, and built a prioritization engine which recommends the stores the auditors needed focus on
- Reduced auditor call times by 30%, leading to \$2.1mm reduction in audit investments

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

- Developed a Trade Promotion Optimization(TPO) tool to recommend 12-week promotional calendars which optimizes the investment allocation maximizes top-line or bottom-line growth - 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 leveraging deep CNNs.

U.S BASED SPORTS BROADCASTER | DIGITAL FINGERPRINTING

- Designed and developed a graph based digital fingerprinting system which identified unique users across anonymous devices using static and behavioral attributes
- Reducing advertising expenses by \$2.3mm by reducing the number of individual users that needed to be targeted.

RESEARCH

DEPT. OF AEROSPACE ENGG., INDIAN INSTITUTE OF SCIENCE

Sep 2016 - Feb 2017 | Bangalore, IN

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

INTERNSHIP

TINPLATE COMPANY OF INDIA July 2015 | Jamshedpur, IN

- 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 | July 2013 - July 2017

CARMEL JUNIOR COLLEGE, ICSE

Major - PCM, Minor - Comp. Sci. | Graduated May 2012

- XII - 84.5% • X - 88.2%

INTERESTS

- Commercial FS pilot, qual. PPL • Track Racing • Algo Trading • Blogging