

Links

LinkedIn/syedmisbah
Medium/@syedmisbah
Github/syedmisbah
Kaggle/syedmisbah

Blog: Medium/Data Decoded

Last Updated on 8th July 2020

Syed Misbah

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syedmisbah.github.io

MACHINE LEARNING

Regression

- Linear/Ridge/Lasso
- ElasticNet/Random Forest

Classification

- Logistic/Softmax/SVM/kNN
- Decision Trees & Random Forest

Clustering

- KMeans / PAM / DBSCAN

Forecasting

- ARIMA(X) / Holt Winters

DEEP LEARNING

Computer Vision - CNNs

- Object classification & detection
- Object Localization

STACK

CODE

- Python • R • SQL
- PySpark • Cypher(Neo4j)

FRAMEWORKS

- Tensorflow • Keras • scikit-learn

VISUALIZATION

- Tableau • PowerBI • PowerApps

HONORS

AWARDS

- 2 SPOT Awards for leadership, 1 for technical rigor
- 2 SPOT Awards for training
- Academic Excellence Award

ORG INITIATIVES

- Python tutor for 100+ employees
- Project mentor for 30 employees
- Recruitment(Tech.) of 10+ employees

EDUCATION

BACHELOR OF ENGINEERING

- Bangalore Institute of Technology, VTU
- First Class Distinction
- 2013 - 2017

X & XII

- Carmel Junior College, ICSE
- PCM + Comp. Science
- XII - 84.5% • X - 88.2%

INTERESTS

- Golf • Trading
- Blogging • Photography

EXPERIENCE

MU SIGMA INC. | DECISION SCIENTIST | JULY 2019 – PRESENT

MERCHANDISING PLANNING, OPTIMIZATION & TEST AND LEARN | RUSSIA BASED PETCARE MANUFACTURER

- Increased merchandizing efficiency by creating optimized merch visit plans to maximize sales uplift and ROI
- Clustered stores based on various factors and estimated the impact of visits after isolating the effect of seasonality and promotions
- Identified the most optimal plan for 40k outlets given a certain budget and maximizing either NSV or ROI based on business requirement
- Built a reporting and optimization tool using PowerApps and PowerBI which allows user to build optimized merchandising plans, report results and execute the plan on the field. Also includes Test and Learn capability to design and create experiments for testing plans
- Impact of 300% sales uplift(amounting to \$4m) compared to previously generated manual plans and saving of 100 manhours/week effort

STRATEGIC REVENUE MANAGEMENT | U.S. BASED CPG MANUFACTURER

- 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 5000 hrs/NAM/year reduction

MU SIGMA INC. | TRAINEE DECISION SCIENTIST | AUG 2017 – JULY 2019

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

- Developed a Trade Promotion Optimization(TPO) tool which minimizes the investment & maximizes for revenue/share/profit across 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 - YOLO,R-CNN, Faster R-CNN

DIGITAL FINGERPRINTING | U.S BASED SPORTS BROADCASTER

- Designed and developed a graph database(Neo4j) based digital fingerprinting system which identified unique users across anonymous devices using static and behavioral attributes and 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