CONTACT

✉ ayub.a158@gmail.com

📞 +91 99164 48091

in linkedin.com/in/ayub-a7272

⭘ github.com/ayuba7272

📍 Bengaluru, KA, IN

SKILLS

DATA SCIENCE
- Machine Learning
- Statistical Analysis
- Predictive Modelling
- Deep Learning
- Agile Development
- Cross-functional Collaboration

BUSINESS DOMAINS
- Retail Data Science
  - CRM & Marketing
  - Pricing
  - Merchandising
- Technology
  - Ordering and Delivery
  - Software and platforms
  - Ecommerce

TECHNOLOGY
- SQL, HIVE, GCP, AWS
- Python, R
- Excel, VBA, Power BI, QlikView & Looker
- Alteryx & KNIME
- Airflow & GitHub

AYUB AHMED

DATA SCIENCE LEAD

SUMMARY

A seasoned Data Science Lead with about 10 years of experience in diverse domains, specializing in solving complex problems through agile analytical pipelines employing ML and statistical techniques. Proven track record in leading cross-functional collaboration to drive both revenue growth and operational efficiency.

WORK EXPERIENCE

SENIOR DATA SCIENTIST | LEVI STRAUSS, B'LURU | JAN '22 - PRESENT
- Led the development of assortment optimization and recommendation frameworks (using image embeddings) for South East Asia with an estimated impact of ~$1Mn.
- Spearheaded customer vertical using deep learning models for CRM targeting, generating >$2.4Mn incremental revenue and ~2x ROI.

DATA SCIENTIST | GOJEK, BENGALURU | MAR '21 – DEC '21
- Enhanced delivery time prediction model leading to reduced customer anxiety metrics by 8%, in the Ordering and Reliability vertical of GoFood.
- Conducted driver analysis on merchant food preparation time, resulting in the successful implementation of an incentivization program that led to a reduction in average preparation time by over 2 minutes.

LEAD ANALYST | LOWE'S INDIA, BENGALURU | MAR '18 – MAR '21
- Led teams in developing Market Mix Models and Competitor Scoring Models for executing targeted marketing campaigns, driving over $10Mn in incremental sales per quarter.
- Automated A/B Testing for price changes, driving data-driven decision-making with the pricing team for over 8 categories.
- Recognized with "Lowe's Champion Award" for expense reduction and "Lowe's Excellence Award" for project ownership.

APPRENTICE LEADER | MU SIGMA, BENGALURU | SEP '14 – MAR '18
- Led a 7-member team in Online Data Analytics, improving support call deflection and reducing ETL processing time by 67%.
- Identified fraudulent contracts worth $300k/month using VBA automation, receiving Spot and Impact awards.
- Built modules, trained and contributed to developing the curriculum for on-boarding fresh graduates into Mu Sigma

EDUCATION

DEGREE / EXAM	YEAR	INSTITUTION	RESULT
M.E., Civil	2012 - 2014	BITS Pilani, Pilani Campus	8.86 CGPA
B.E., Civil	2007 - 2011	UVCE, Bengaluru	76.35%
Class XII	2007	CMR National PU College, Bengaluru	80.33%
Class X	2005	St. Germain High School, Bengaluru	84.0%