SUFIYAN SHAKIL AHMED SHAIKH

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SUMMARY

Have been working with Machin Learning Algorithms, Reporting and Visualisation tools and have hands-on experience in working with large volume of the data, Understanding of Predictive modeling, Proficiency in SQL and R programing for Building analytical models for client/Company related database.

ACADEMIC CREDENTIALS

Degree	Institute	Year	CGPA (Scale) / %
M.Sc. Statistics	NMIMS University	2014	2.6 (4)
B.Sc. Statistics	Mumbai University	2012	65%

SKILLS AND INTERESTS

- **Tools and Software:** R Programing, MS Excel, SPSS, TIBCO Spotfire, Power BI
- **Database:** SQL, Nilsen

WORK EXPERIENCE

Data Analyst, EPIGAMIA Greek Yogurt, Drums Food Mumbai   **Jan 2017 - Present**

- Independently take on business requests, Establish, analyze and Visualize Sales, Lekages and marketing data with help of predictive modeling and Visualization (R, Excel and Power BI) tools to provide actionable insights and execute a successful plan of action.

- Supports the analytical and reporting needs around Sales, Distribution & Supply Chain by contributing to standard reporting, adhoc requests & analysis and building dynamic Dashboards that facilitate turn-key insights whilst maintaining data integrity, timeliness and conforming to SOPs.

- Work with different stakeholders on atimely baises to identify areas of improvement, undestand the sales flow, different SKU Contribution and demand & Supply and bridge the gap.

- Help the business grow & implement strategies for the new product launch, Asses the overall business performance continuously & undestand the different channel sales flow & distribution analysis.

- Undestand the analytical needs to grow the business & generate data-driven statistical solutions in a form of different Projects which helps the sales, Markeing and Supply Chain like

  Trade Promotion Optimisation
  Inventory Optimisation
  Sales Forcasting etc.

Consultant, Fractal Analytics Pvt. Ltd., Mumbai   **Apr 2016 – Sept 2016**

Worked as a CPG consultant providing insights into different categories & understanding the value share and volume share for all the P&G categories.

Strategic Experience

- To get the retail data from different vendors and do the Data Manipulation and analyzing the data. Creating reports and graphs and summaries of findings that address specific client needs.

  Responsibilities:

- To Process the data from different vendors and validate the data on the bases of different categories.
- Integrate the data into SQL server and does Data Manipulation. Creating a report using Spotfire tool.

Business Analyst, Syntel Inc., Mumbai   **Jan 2015 – Mar 2016**

1. **Customer Personalization as a Service (CPaaS)**

- It was an e-commerce client and We Need to provide better insight about the customers like Customer Churn, Buying pattern of a customer, Conversion rate of customer by Internet Advertisement, Segmentation, Cross Selling, Churn and Price Elasticity Analysis on POS Data of the customers.
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- Finding the Buying Patten of a customers Using Trend Analysis.
- Finding out the customer Churn
- Developing a Statistical Models using Customer analytics for Cross selling and Segmentation. Developing analytical methods using R.

2. Proof of Concepts (POC), Content & Text Analyzer (ConText)

Web application tool which is used for Sentiment Analysis for various domains. The comments are collected from different social media platform through this application and analyzing those comments to provide insight about particular product. Mainly use for So cial media analytics.

Responsibilities:

- Developing Text Mining algorithms and Trend analysis using R.
- Creating Taxonomies (Common Keywords) for different domains like BNFS, Retail.
- Creating Word cloud in R.
- Storing the result in SQL through R.

CERTIFICATIONS

- Undergone Advance Excel, R Programing and Power BI Traning.
- Certification of R Programing language from EDX(Microoft).
- Awarded "B" Grade for Soft Skills Traning Conducted by SVKM's NMIMS Univesity.

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CERTIFICATIONS