MUHAMMED HISHAM

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Place: Bangalore

PROFESSIONAL SUMMARY

Data Scientist with 2 years of experience in the retail industry, skilled in Python, PySpark, SQL, and Power BI. Proven ability to analyze large datasets and deliver actionable insights in regression, forecasting, demand planning, and inventory management. Expertise in data wrangling, exploratory data analysis, feature engineering, visualization, and model training. Adept at communicating complex technical concepts to business stakeholders and dedicated to continuous learning and expanding expertise.

EDUCATION

Yenepoya University

Mangalore, Karnataka

Bachelor of Computer Application in Robotics, Machine Learning & Artificial Intelligence

October 2020 - June 2023

SKILLS SUMMARY

- **Languages**: Python, SQL, BASH, HTML, CSS
- **Frameworks**: PySpark ,Pandas, Numpy, Scikit-Learn, Matplotlib
- **Tools**: Power BI, Excel, PowerPoint, MySQL, Crontab , Data Pipeline, Data Ingestion
- **Platforms**: Jupyter Notebook, Visual Studio Code, PyCharm, Google Colab
- **Domain Expertise**: Retail Analytics, Customer Segmentation, Loyalty Program Optimization, Store Performance Tracking
- **Soft Skills**: Stakeholder management, Data Storytelling, Insight-Driven Decision Making, Business communication

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WORK EXPERIENCE

Junior Data Scientist | Nesto Technologies | Western International Group   **September 2023- Present**

- Developed and deployed sales and demand forecasting models from multi-source historical data; reduced storage costs and optimized procurement planning.
- Built and rolled out an Inventory Management application, minimizing stockouts, excess inventory, and aging stock scenarios across 140+ retail stores.
- Led customer segmentation projects, structuring marketing initiatives and supporting loyalty program optimization, improving engagement and retention.
- Automated daily data pipelines to web-based BI tools; achieved up to 80% faster reporting versus traditional SAP BW workflows.
- Designed and optimized business KPIs (Sell-Through Rate, Inventory Turnover Ratio), enabling more data-informed decisions for inventory managers.
- Produced and maintained 35+ Power BI dashboards and reports tailored for cross-functional teams and executive leadership.
- Boosted team productivity by 15% through process automation and streamlined data collection; reduced reporting turnaround by 20%.
- Built scalable anomaly detection scripts in PySpark to identify non-organic billing behaviors, which influenced company policy and promotion design.
- Delivered insights and predictive models to optimize business strategies across all Western International Group subsidiaries.

PROJECTS

Customer Segmentation Using RFM

- Segmented 2M+ customers using Recency, Frequency, and Monetary metrics.
- Switched from K-Means to custom, logic-based segments due to outliers; defined segments (Champions, At-Risk, Hibernators, etc.), enabling targeted campaigns with improved retention metrics.
- Output integrated into Power BI dashboards for broader business use.

Retail Fraud Analytics

- Built rule-based anomaly detection to flag and report non-organic billing (splitting, store crossover, timing anomalies), resulting in updated fraud-prevention policies and lower promotional abuse.
- Automated daily analysis of 10M+ transactions, delivering insights to operations and finance

Sentiment Analysis on Google Map Reviews

- Used NLP (NLTK, TextBlob, Vader) to classify and analyze 10K+ store reviews for insights on customer experience, staff interactions, and service quality.
- Developed visualizations and integrated findings into Power BI; findings shaped operational improvements and marketing focus

Inventory Management

- Designed and implemented a real-time inventory analytics platform, consolidating stock data, sales, purchases, and forecast models.
- Integrated alert-based reporting for auto-replenishment and risk flagging, resulting in capital optimization and reduced stockouts.

CERTIFICATES

- Artificial Intelligence, Machine Learning & Data Analytics – NASSCOM
- Data Analytics with Power BI & Power Platforms
- Statistical Analysis – Great Learning
- Data Science – Great Learning
- Robotics with Python and AI
- Cyber Security & Ethical Hacking
- Microsoft Certified: AI-900 (Azure AI Fundamentals)
- Microsoft Certified: DP-900 (Azure Data Fundamentals)
- Microsoft Certified: AZ-900 (Azure Fundamentals)
- Microsoft Certified: SC-900 (Security, Compliance & Identity)
- Microsoft Certified: Power Platform Fundamentals