# Anirban Som

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https: //github.com/Anisom97?tab=repositories  in https://www.linkedin.com/in/anirban-som-5841a1153/

4+ years of experience in pure play analytics, developing high impact, robust and scalable solutions using business, math and technologies for retail companies across supply chain, operations and marketing business verticals.

## Education

**Chandigarh University   [2015-2019]**                                    **8.09 GPA**
**Bachelor of Engineering** - *Electronics and Communication*

**Indian Institute of Management - Kozhikode [2022-2023]    93.5%**
**Executive Degree - eMDP -** *Advanced data analytics for managers*

## Certifications

- **IBM certified from Coursera** - *Machine learning with Python*
- **Udemy certified** - *Logistics and supply chain - Fundamentals, design & operation*

## Skills

**Programming skills:** Python, SQL, AWS, PySpark, Data Science, Machine learning, Statistics, Tableau, Excel, automaton
**Business skills**: Supply chain management, operations and marketing, inventory management, financial analysis

## Work Experiences

### Hudson's Bay Co. - Saks OFF 5th, Senior Data Scientist   Feb, 2023 - Present [Bangalore]

- **Market Mix model** - Built a model that **calculates marketing spend ROI** for all the channels across stores and online and was *consumed by the marketing team for metric tracking and tuning spend values across channels* [Python, **regression analysis, Adstock & decay affect**, Excel]
- **Category Personalisation model** - Created a **recommendation engine** that provides probability values of customers buying different categories of products. *Consumed by the E-comm Email team to send out offers, promotions and events accordingly.* [Python, SQL, **Deep learning**]

### Mu Sigma Inc., Lead Decision Scientist / Analytics manager - I   Nov, 2019 - Feb, 2023 [Bangalore]

*Working for the world's largest sports retail & FMCG company for their Supply planning and inventory optimization squad*

- **Leading a team of 5 analysts** and **data scientists** and actively collaborating with product owners, business users, stakeholders and directors on 2 projects for **optimizing the multi node inventory network**
  - **Demand consolidation and dis-aggregation** - Created a **short** and **long term robust forecasting engine** for *long term inventory planning* and taking *pre-GAC decisions* [Python, SQL, Spark, statistical modelling]
  - **Inventory prioritization model** - Identified KPIs, performed EDA, ABC-XYZ segmentation and developed a **SKU stocking strategy** to segment inventory at node level [Python, SQL, Tableau, clustering]

- **Strategic material commitment -** *Driver analysis and recommendation engine (Classification and regression)* - **$8.8M EBITDA**
  - Provided recommendations to *raw material procurement teams* by identifying KPIs that drives deviation in production plans thereby **reducing lead times and OTP issues by ~20%** for 80% of plans. [SQL, Python, Machine learning, Tableau, Excel, AWS]
  - Created automated production plan back-testing and EBITDA **financial analysis** reports to understand impacts & consumption for business users and stakeholders

- **Contracts to call-off -** Predicted the call off rates of vendors for timely procurement of the supplies and stock up inventories accordingly for improving *week of supply metric* [Python, Machine learning, Statistics, Airflow DAG, AWS]

- **Shortage & leftover key driver analysis** - *C*reated dashboards to identify root causes that create mismatches between demand, supply and production plans; [**time series analysis,** SQL, Tableau]
- Calculated **price elasticity** values of demand for products in excess  [Regression, Tableau, **product pricing analysis**]

- **Data engineering and automation** for Supply planning and marketplace teams
  - Worked on two data migration, dash-boarding and automation project - **Increase the run-time efficiency by 50% - Reduced 20 man hours/week and more than $4M by** removing licence cost of ETL tool [SparkSQL, Kubeflow, Alteryx, Apache Airflow, AWS]
  - Created a web **scraping script** for the *product launch team* and analyzed the projected profit/loss in $M - automated the requirements and **increased efficiency by 66%.** [Python, Selenium, SQL, Excel]

- **Work force management** - Managed labor expenses and customer experiences by having the right workforce to assist the sales in stores. [Python, **Anomaly detection**, Tableau]

**Mu-Sigma Innovation & Development labs-**
- Software Engineer - for an IoT web tool (Mu Sigma product) [JAVA, Shell scripting, DevOps]
- Worked on a **network cost optimization** framework [Mixed integer programming, python]

*Recognition*
- **Received 3 Spot awards on Q1 2021,  Q2 2022 & Q3 2022**
- *Spearheaded the supply chain squad client engagements by driving business review presentations and managed client relationships along with on-sites.*
- **Part time tutor - Christ University, Bangalore,** *2nd year BBA students on* **Business process flows , SQL and client context**
- **MSU ML & Statistics tutor** - **trained the new hires on data science concepts**

### Uber Technologies Inc., Operations Consultant - reporting   Dec, 2018 - Jun, 2019 [Chandigarh]

- **POC for 2 cities** - Support the daily city operations through insight and analysis and prepare weekly & monthly reports [SQL. Excel, GCP, Tableau]
  - **Customer Support** Metric tracking and analysis , **Product performance analysis, Revenue and Finance analysis**
- Worked with the Manager, trained and lead a team of 3 street sloggers to grow the overall funnel of drivers and riders in the city - Top of Funnel
**Achievement -** *Ramped up supply to 130+ FTV( UberX/Go & premier) in 45 days by owning end to end lead management & training.*