Ahmed Gamal Mohamed
Senior Decision Data Scientist

Information

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Age : 30 years
Nationality: Egyptian
Status : Married

Summary

8+ years of extensive Experience in Customer Analytics and Data Science with intellectual and quantitative horsepower. Exceptional knowledge on Multiple business Areas Especially Telecom business domain along with expertise in technology, math and statistics. Concrete Skills in SQL & EDWH.
Through these years I participated and managed many transversal projects like : Attrition Modeling, Customer base segmentation, Customer Value Management and Loyalty Campaigns.

▸ *Specialties :*
Data Science, Advanced Analytics, Business Intelligence, Campaign Management, Customer Insights, Customer Value Management ,Exploratory data analytics, churn reduction, loyalty identification.

WORK EXPERIENCE

Senior Decision Data Scientist
Saudi Telecom Company • telecom • Saudi Arabia • March 2017– Present

Main tasks :
▸ Looks at STC Consumer data with a view to Discover Real Churn root causes through intelligent insights and the Science of Data Discovery Methodology.
▸ Responsible for High Value Prepaid churn Retention Program Retention through Churn Root Cause Mitigation & Contextualized Marketing using Decision data Science Projects and Techniques.
▸ Responsible for Managing Data Science activities and Predictive Models by using data mining techniques and machine learning algorithms.
▸ Use behavioral and value segmentations by using machine learning classification algorithms to take decisions on Targeting and Treating Consumer Customers.
▸ Create stories from number crunching whereas decision scientists strive to make those stories realistic aimed to deliver Deep Analysis to Identify Churn Root Cause (Network, Customer Engagement).
▸ Manage Proactive retention matrix and categorize offers across segment values and type of customers.
▸ Development of innovative, value adding and compelling propositions built upon customer and prospect insight and research.
▸ Execute, measure and improve number of proactive retention campaigns using Campaign Management Systems.
▸ Identifying analytical needs and opportunities to support business objectives

Main achievement :
▸ Development of Advanced Reporting/Visualized Dashboards aimed to track retention Performance & generate valuable Insights on all marketing activities.
▸ Developing analytics and predictive roadmap that helped Business and Operations, in Prepaid High Value Consumer Segment, achieving revenue maximization, Customer satisfaction in Decision making on all Retention activities. These activities / models helped significantly in sustaining existing STC HV Customer Base and Revenue on Retention Marketing aspects.
▸ Improvement and automation of the proactive retention campaigns.

Data Insights Manager
Etisalat Group • telecom • Egypt • November 2016 – February 2017 (4 Months)

Main tasks :
▸ Develop and implement systems that perform the work and fulfill the mission and the goals of the Data Scientist Function efficiently and effectively.
▸ Plan and allocate resources to effectively staff and accomplish the work to meet the Data Scientist Function productivity and quality goals.
▸ Chair committees to evaluate and recommend vendors proposals to address company strategy.
▸ Use deep analytical capabilities to transform data into actionable insights and present these findings to product partners / senior mgmt and help influence product and business decisions.

- ‣ Take overall responsibility to manage, support the following team areas:
  - ‣ Customer Insights Analytics:
    - ‣ Product Performance Analytics.
    - ‣ Work with business segments to obtain new opportunities to increase overall revenue and justify any abnormal behavior using Data Science Techniques and ML algorithms.
- ‣ Avail a strong back-end to accelerate/enhance corporate KPI tracking.
- ‣ Data discovery and business analytics cases.
- ‣ Mobile Internet & Data Insights:
  - ‣ Assess reporting requirements to communicate do-ability and delivery date.
  - ‣ Develop intelligent insights for MI & Data segment to satisfy business requirements.
- ‣ Develop tailored Analytical self-services for each business segment.
- ‣ Design, implement and determine appropriate Data Science approach for the Team by developing data Science scripts from multiple data sources (PL/SQL, SQL, R and Python).

Main achievement :
- ‣ Successfully create and manage a strong Data Science Team to work with all Etisalat Stakeholders
- ‣ Successfully create a unified automated analytical View that measure and decide the effective and the efficiency of Etisalat product and Services.
- ‣ Drive New Growth to the organization by accurately target the right customers with the right treatment in Near Real time.
- ‣ Support all B2B activities i.e. data Monetization by delivering insights that help turn data into currency.

BI Analytics / Data Insights Senior Team Leader
Etisalat Group • telecom • Egypt • November 2013 – October 2016 (2 Years ,11 Months)

Main tasks :
- ‣ Leading a unit for all Customer Insights and CVM activities whereby 6 Resources are under my direct supervision working on :-
  - ‣ Marketing Customer Value Management (CVM) delivering the following:
    - ‣ Portfolio of segmented offerings serving all Telco streams
    - ‣ Customer Base monthly scanning to identify pockets for revenue development
    - ‣ Monthly reporting for revenue analysis for all BTL and cross-selling activities
    - ‣ Reporting on Monthly integration of a communication plan across different channels
  - ‣ Big Data and Advanced Data Analytics :
    - ‣ Support Marketing Teams to design complete marketing products utilizing the new systems capabilities using the data mining "DPI, NBA, Network performance analytics and big data".
    - ‣ Interpret and communicate analytic results to analytical and non-analytical business partners and senior managers
  - ‣ Marketing Customer Insights (Commercial BI) delivering the following:
    - ‣ Support Marketing Customer Insights unit in all Product Assessment and Customer Satisfaction / Engagement with Etisalat
    - ‣ Assessments through (Product Performance Analytical Platform)

Main achievement :-
- ‣ Developing and Managing Product Performance Analytics [PPA] Platform whereby I've developed a new algorithm configured in an analytical Tool [Etisalat Customer Dynamic Matching] that calculates automatically the best way to assess any offering/Services/Telecom Products Target base.
- ‣ Development of Analytical Product Reporting [APR] Dashboard that report Post Launch Performance of all Company products.
- ‣ Successfully Support all Company Segments [Commercial/Finance/Technical/Sales] generating periodic Insights about Customer Penetration and Revenue Growth.
- ‣ Profound Enhancement in the Company Loyalty program leading to exceptional Profitability Increase.

BI Analytics Consultant
Teradata • Business Analytics / EDWH • Egypt • May2010 – October2013 [2Years,5Month]

Main tasks :
- ‣ participate in the development and implementation of customer BI solutions utilizing 3rd party BI tools.
- ‣ works with clients to understand, analyze, and refine the application requirements and, where needed, provides guidance on selection of BI tools and methodologies.
- ‣ Develop and validate the application design.
- ‣ Support the data warehouse design and integration efforts, including data sourcing and transformation, logical/physical modeling, and ETL development in support of the application.

- Participate in Three Major Projects
  - Etisalat Egypt Business Analytics Platform :
    - Used Data Mining techniques to build Etisalat Business Analytics Platform from various Analytics Models [Predictions Models/Customer Behavioral Segmentations].
    - Enhance Etisalat campaigns improving subscribers profiling, behavior analysis, etc.
    - Examples of projects:
      - Social Network Analysis [SNA]: Analytical Key factor to Customer Relationships.
      - Several Product/Behavior Prediction Models. i.e. Video Prediction Model.
      - Tariff Advisor Model… innovative and creative model to get the best tariff for each subscriber inline with customer gross opportunities and LTV profitability.
  - Etisalat Egypt BI Interactive Insights Program :
    - Providing insights to the whole enterprise entities including Commercial , Customer Insights, Finance, Sales, Customer Care and Technical teams in an interactive platform.
    - Leading BI Reporting enrollments in committees, task forces, and day-to-day operations.
    - Develop Top Management Dashboards to Monitor Key Etisalat KPIs.
    - Xceed Egypt EDWH Implementation :
    - ETL Consultant… develop and manage ETL extraction jobs.
    - Business Information Modeler …. Develop Two Main Subject Area from EDWH LDM.

Education

Pre-Master's Diploma of Computer Science in Data Science

Arab academy for science, technology & maritime transport• Egypt • March 2011 – July 2012

Software Engineering Diploma of Computer Science in Advanced Analytics

Information Technology Institute • Egypt • Sep 2009 – May 2012

B.Sc. Of Computer Science In Information Systems

Faculty of Computer Science and Information Systems • Egypt • Sep 2005 – Sep 2009

Awards & Certifications

- Certificate of Achievement in Advanced Analytics and Big Data App Center

TD Aster Data• Business Analytics & Big Data • Teradata • March 2016

- Certificate of Achievement in Big Data Applications

IBM Big Insights• Big Data Applications • IBM Africa Academy • June 2015

- Certificate of Achievement [Hero of the Heroes] in profound contribution & Exceptional Performance

NTRA Data Cleansing Project• Business Analytics & Big Data • Etisalat Misr• May 2015

- Excellent Project Award [CIO Award].

Revenue Operations • Information Technology • Etisalat Misr • May 2013

- Employee of The Month Award

HR Performance Recognition • Professional Services • Teradata • December 2012

- Recognition of Excellence Award [CIO/CHRO Award].

CLM Campaign Reporting • Information Technology • Etisalat Misr • Sep 2011

Skills

Computer
- Software datamining : SAS Enterprise Miner, SPSS Modeler, Teradata Miner and Teradata Aster.
- Software statistics : SAS Enterprise Guide, SPSS.
- Programming languages : SQL, SAS Programming
- Database: Oracle, Teradata and SQL Server
- Campaign management system : SAS Customer Intelligence Studio, Teradata Management System.
- Reporting : SAP Business object, Tableau and SAS Visual Analytics.

Languages
- Arab : Mother Tongue
- English : Professional working proficiency