Naseha Sameen

**Data Scientist, Black Belt, PMP Trained, Change Agent**Getting the change in DNA of company’s culture today to cater to the needs of tomorrow

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Summary:

17 years of delivering operational efficiency by challenging Status Quo and providing Thought Leadership. Major expertise lies in Optimizing the Cost, improving the efficiency by implementing strategic programs to ensure transformation of business process on the bedrock of analytics, data modeling & LEAN/Six Sigma Approach.

Ensure Business Continuity & improve on the KPIs. Drive culture of improvement, data advance data science including AI/ML and automation. Built departments to suit business needs, managed pain areas to provide time bound solutions, planned sustainability of existing and new solutions, transformed processes for NVA and defect identification and minimization. Managed multiple stakeholders parallelly and resolved conflicts for effective program/project implementations across verticals/sites/centers.

Core Competencies

|  |  |
| --- | --- |
| Experience | Acquired Knowledge |

Forecasting & Data Modeling Including predictive modeling

Leveraging AI & ML models

Strategic Consulting & Business Continuity & Planning

Process, Resource, Cost Optimization

Transformation & Automation

Project/Program Management

PE using Six-Sigma & LEAN

Talent Management - Training & Transitions

Experience in Implementation/Solution using Tableau, Power BI, Minitab, R predictive modeling & RPA - UiPath

Master Program Data Science – AI & ML  
Data Modelling using R, Python  
Black Belt Certified   
PMP Trained  
Pinnacle Training for Leader  
Handling and Busting stress at workplace  
Conflict Management  
Coaching and Feedback Sessions   
Train the Trainers – Inhouse Amex  
Forecasting, Staffing, Scheduling  
Minitab & Customization of AVAYA Reports  
Introduction to Project Management from University of AdelaideX  
Diploma in Digital Marketing  
Diploma in Leadership and Management  
Leading Change in Times of Disruption from MITx  
Train the Trainers – Customer Centricity   
BSc (Zool Hon)  
MA Public Admin

**SmartDrive: 30/10/17 – Present**Manager Review Ops – Training, Transition, WFM, Transformation, BI

**Fareportal: 15/09/15 – 22/01/16**Manager Business Analysis/MIS

**Yatra.com: 16/01/12 – 28/10/13**   
Manager Business Analysis/WFM/MIS, BA

**American Express: 09/02/06 -13/01/12**   
Manager - Lead Business Analyst  
Virtual Digital Network, American Express, Resource Planning Center  
Process supported: Disputes, Email Servicing, Payments, Recon & Credits

**FIS:** **22/03/04 – 20/01/06**  
Sr. Team Member, O2 Online Post Pay

AWARDS

Outstanding Leader – Q1 2018 & Q2 2019, Q3 2020

3 Dream Team Awards – UK migration team, Tools and Capabilities, DRN and as SME

Twice Awarded for Significant Contributor in CDM for designing and developing Interfaces and automating three processes   
6 Certificates for Process Improvement initiatives

Award for 5 weeks of 100% quality & Rookie award for earliest Certification &

Won 10 Event Driven Customer Satisfaction Measure & Four Spot Awards (Quarterly basis) for Innovation and Process Improvement

PROFESSIONAL EXPERIENCE

**SmartDrive:** WFM, Process Optimization, Analytics, BI, Transformation

**Manager Rev Ops - Biz Intelligence, Process Excellence, Digital Transformation & Automation**  
SmartDrive Services, INDIA

*Spearheaded the Workforce and Business Intelligence team to transform the existing business process to deliver high performance results with effective solutions and to ensure high delivery*

*ACCOUNTABILITIES*

* Interpret and anticipate current and future demand to ensure develop and implement a workforce planning strategy
* Bring and Drive the culture of advance data science incl. predictive modeling, structured/unstructured learning through AI/ML
* Initiate the need to build for future, the series of automation to help reduce cost on bedrock of data modeling and analytics
* Transform the Biz Process to improve on the Business Efficiencies, including use of automation to optimize cost ensuring the organization has an appropriately skilled and experienced workforce, and a good mix of automation to reduce manual and redundant work.
* Ensuring the Biz Performance & Continuity in face of any challenges – at site or global level
* Develop and implement policies and procedures, appropriate to the needs of the organization, consistent with the values, vision and goal

*RESPONSIBILITIES & DELIVERABLES*

**Forecast & Cost Optimization**

* Leading the team of business analysts to maintain Service Level & Optimize the Cost using predictive modeling & simulation for inflow/outflow, revenue & Headcount forecasting, quantifying, and influencing business decisions based on market dynamics and revenue forecasts with accuracy >98%
* Responsible in maintaining Cost per Event below the agreed target.
* Setup the Centralized Forecasting & Business Intelligent Hub for Review Centers
* Design KPI tracking systems for complex company-wide metrics across to ensure clear and transparent framework for performance & appraisal management of individuals, teams, and process.
* Defining algorithms and getting predictive & prescriptive models built to evaluate and maintain machine learning algorithms for reporting and business intelligence products, including visualizations & self-service tools Manage project delivery, including estimating timelines, strategy, roadmap and identifying risks
* Deliver new scalable models to solve business problem, automate execution and the generation of insights, to enable efficiencies that allow colleagues to focus on value added tasks.
* Creating a model to analyze the effectiveness for onboarding new clients.
* Create & Test Business Continuity Model at different kinds & level of risks & train the organization on risk mitigation steps needed
* Capacity planning & succession planning to manage workload & with remote, onsite & hybrid models
* **Project Survive & Thrive** – Set up BCP protocol for India CoE for creating plan to stabilize the operation. For COVID-19, BCP protocol was designed and executed in less than 3 days. Operation ramped up from 10% of employee base supporting BCP to 100% in 18 days when BAU status was achieved in BCP
* **Project Look Forward** – Set up Forecasting Center for India CoE. MAPE of budgets reduced on basis of revisions of current and forecasted trend of the drivers like yield, inflow on the revenue reduced to 2%, Improved Productivity leads to 4 FTE worth of work, Reduction in CPV by 18%

**Business Intelligence & Transformations**

* Leading team in the definition of best practices & repeatable methodologies in BI, Data Visualization, Data Presentation, Data Analytics & Data Science including Data Storage, ETL, Data Warehousing)
* Provide strategic direction, global viewpoint to Operations/Support leaders and finalize the E2E transformation strategy to deliver ‘Intelligent Operations’ or ‘Digitally Led Solutions’ on a bedrock of Process Improvement & Analytics to maximize revenue, profit and shareholder value in an unstructured and fast paced environment
* Developing our internal capability to derive insights from structured data, unstructured data through supervised, unsupervised learning, location intelligence, machine learning, collaborative filtering, etc. to unlock new sources of insight that can be used to drive competitive advantage.
* Optimize key processes/solutions for clients across domains with biz intelligence and automation
* Suggesting right approach for intervention with behavioral analysis.
* Applying analytics techniques to solve various business problems including identifying product-related issues and solving them via raising new product features to improve client’s retention% & quality
* **Command Center –** Transformed the reporting framework and structure to create a Centralized Center for the organization powered with Business Intelligence and Analytics. 23% time saved & Avg 59 rework/month from mid leadership level for data collation and analysis. 64% of SMART reports are touchless, saving 4 FTE worth of manual work, 26 Reports with actionable intel set up in without HC increase.
* **BI-Hub -** Stabilize and Transform the legacy excel descriptive reporting to prescriptive/predictive Tableau and Power BI and use Flow and SharePoint for BI automations, Build Culture of Automation using bots/RPA. Transform report’s structure to centralized Hub powered with Business Intelligence. Cost saved - $42K per year
* **Workforce Automation -** Automation & Implementation of Work Force Solution, with integration of BI-Hub, Tableau, Salesforce, HRIS, with in-house Legacy System, reducing the manual distribution by 80%
* **Project Auto-Bot –** Auto Review for identified queue by bot to save 30 FTE in a month, and automation for distribution of work

**Process Improvement & Excellence**

* Streamline the Process and the Quality Accuracy & Increase Stable performance% in population,
* Drive Consistency in Performance of the teams, Process and Organization & Performance Support Program
* Shaping Data Science Projects & Improvement Process from Conceptualize phase, Hypotheses, stages through to delivery of results to Steady Process State
* **Reduce Future Errors** – Use of advance AI/ML to predict the errors that would be made by analyst and preempting them
* **E-learning** – Transformed to e-Learning training, leading to reduction in drop out ration by 85%. Creation of fast track & faster track training & transition structure to facilitate quicker completion of course and OJT for top tier learners & re-hires. 45% of the new hires moving faster to OJT
* **Virtual Learning Hub –** Transformation from classroom training to e-learning with blended environment with **Knowledge Management framework**- with One Stop Hub with Online Library & Event Repository, Updates Hub, refreshers/calibration roll outs powered with chatbot. Get different verticals to be on Same Page with it on zero-cost deployment on SharePoint
* **Project - Analyst Demographics** – Building a profile of an analyst to hire on basis of benchmarking existing top performers, understanding their learning pattern, and execution style to reduce the learning curve of new hires. And Improved quality scores during training & OJT bringing down the performance attrition from 4% per month to 1.2%.
* **Project initiation & governance** - ensuring appropriate technical & process standards are applied during project implementation
  + Establish scalable, efficient, automated processes for large scale data analyses, model development, model validation and model implementation
  + Present products to business users, & Maintain documentation & user guides for created products
* **Project Precision**
  + Overall target for the floor was met, but the quality for high impact customers ranged from 75% to 99%, with 20% of clients below 90%. Result- quality of high impact customer range from 85% to 99%, with 15% of clients below 90%. Improvement in overall quality by 0.44% is met, Stable performance% increased from 8% to 19%

**Talent Development**

* Building Talent pool. Acting as an “evangelist/change agent/mentor” for data science within the Analytics team & Training Team
* Line Management within domain to build and sustain a high-performance culture within Data & Analytics.
* Work with all other practices to drive Analytics led transformation of offerings as well as the delivery of services
* Build and nurture a talented pool of specialists in practice - as a people manager & establish connects with industry stake holders and manage analyst relationships
* **Results** – Mentored & Developed High performing teams that is empowered to take timely action & decisions with minimum supervision. 32% of the team members got promoted in similar or/and different vertical. Only 1 attrition from the team of 15 in last 3 years

**Fareportal:** BI, WFM, MIS

* Bring in Dashboard Culture: New Reports, Dashboards with Insight, and Recommendation & Storyline from Descriptive Analytics to Predictive Analytics with What if analysis
* Develop and implement a workforce planning strategy to optimize cost ensuring the organization has an appropriately skilled and experienced workforce.
* Providing insight to build up Strategies for Business Improvement to Top Leadership C-band
* Supporting delivery of the Key Performance Objectives of the Organization, namely the Service Level and Quality
* Lead Major Projects – Leading to identification of leakage and resulting in Change in leave policy

**Yatra:** Business Analysis/WFM/MIS, Automation, Process Excellence & WFM

* Workforce Planning, setting up Centralized MIS/WFM/RTA, Providing BI, Improving Efficiency through Process Excellence. Building in Automation to reduce fat and improving process performance

**Major Highlights:**

* + **Project Sherlock** – Identification of all possible leakages in revenue and plug it. Result - Reduction of rev. def from 34% to 12%, & the Gap of 30 lakhs per month – vertical Holidays recovered by due diligence and process enhancement
  + **Web handling** - Reduction of TAT for web leads. Mapping the process’ & queues. Merging & Re-routing of similar queues, Assigning the queues as per skill & agent availability. Dedicated assigning. *Result:* TAT decreased from 48 hrs. to 15 min & Increase of workable leads from 2% to 87%
  + **Deliver More** – Inhouse Customization of AVAYA reports, *Reducing the man hours by 17% in WFM and saving INR 3.5 lakhs,*Set up RTA for Yatra, upskilled and X-skilled WFM to cater to more - reduced the abn% from 18% to 4% (Yatra)
  + **Customer Escalations & Behavior** - Measuring the Customer Satisfaction & Behavior and future purchase using Applied Statistics & Six Sigma Methodology, reduction of defects from 13% to under 8% in 2 months, X-functional support to marketing team

**American Express:** WFM, Virtual Digital Network, Resource Planning Center

* Workforce Planning, Providing BI, ensuring smooth Transition & Migration, Improving Efficiency through Process Excellence. Building in Automation to reduce fat and improving process performance

**Major Highlights:**

* **Project Pioneer** - Set up Forecasting Specialization to reduce overhead HC using FSS modeling
  + Reduction of SL from 48 hrs. to 10 hrs. and then 2 hrs. for Email Servicing US market
  + Shift Optimize Model to reduce FTE under-utilization by 30% for International markets in India hub
  + Seamless migration for 100% UK & 80% Australia volume to India, set up of Chat System US market Disputes
  + Multi-Skill for Optimization of FTE between different country market by 15%
* **Project Leverage Expertise** – Leverage expertise to set up Forecast, Staffing & Scheduling & other Work Force Systems
  + Set up email support for Canada, European (non-UK) and JAPA, FSS for Int. markets in JAPA & European Markets
  + Successful partnering for Transition, including E2E plan for project implementation including for New Set Up and Process Improvement Initiatives for JAPA, EMEA, US, Canada, & Australia
* **Performance Support Program**: CAPA - RCA for Airline & Travel & Transportation Disputes for historically low CSAT ~36% against benchmark of 72%,
  + Increased 2700 basis points in Customer satisfaction in 2 months, Successful POC replicated in other verticals
  + Reduced gap between the target & goal by 23% under Process Improvement & 15% by People Awareness
* **IIY Automation** - Executed and implemented automation SSMD (Green Belt) project to reduce rework. 100% automation, 0% defect 3 FTE Saves (IIY) + 4 FTE (Rework saved), Reduced - Avg 18 arrears calculation/month from HR & Operation.