

Workshop on Data Science and Applications (DSA 2018)

Thursday, November 15, 2018 9:30 a.m.–4:30 p.m.

Hall B, Main Building, AUS



Practice Lead of Advanced
Analytics, SAS

Badshah Mukherjee is an advanced analytics practitioner and has a one and half decade of experience in solving business problems across industries using advanced analytics.

In his current role as the Practice Lead of Advanced Analytics for SAS Middle East & Turkey, he works closely with clients across industries to help them understand how to best mine the data for monitoring and monetization through SAS Solutions.

He has majorly worked in banking, telco, government, utilities, agriculture and many other fields using SAS and other platforms in analytics domain of Machine Learning, Text Analytics, Forecasting and Optimization.

He has given talks on Data Science at Abu Dhabi Men's College (HCT) and at Middlesex University, Dubai, and also at various business schools in India as a visiting faculty member specializing in advanced analytics applications in different industries.



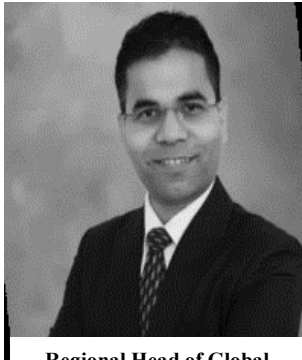
Data & Analytics Manager,
Unilever

Baha Khalil graduated from AUS with a bachelor's degree in electrical engineering and a master's degree in mathematics. He began his career as a technical engineer but soon shifted towards business excellence and data-driven projects to support business needs. He is currently working as a Data & Analytics Manager at Unilever Food Solutions, where he implemented many data-driven decision-making tools. Earlier he worked for the financial services company Thomson Reuters and the electrical utilities company Schneider Electric.



**Regional Head of Global
Risk Analytics, HSBC**

Ebru Jouzy has worked in the MENA region for almost six years and most recently as the MENAT Head of Global Risk Analytics at HSBC with over 10 years of experience consulting and delivering analytics solutions to banks and other financial services. Coming from a mathematics background from the UK, Ebru started her career in London.



**Regional Head of Global
Risk Models, HSBC**

Alok Gupta is a seasoned financial services professional with more than 15 years of industry experience across risk management, wealth management, business transformation and financial crime risk. He has worked in multiple jurisdictions including the UK, India, US and Middle East.

He holds several leading industry certifications, including CFA from the CFA Institute USA, FRM from the Global Association of Risk Professionals (GARP), CAMS from the Association of Certified Anti-Money Laundering Specialist (ACAMS), BTech from IIT Kanpur and GMP from IIM Ahmedabad.

Gupta is highly passionate about technology as an enabler, Artificial Intelligence and Machine Learning.



**Lead Data Scientist,
EMLC.ai**

Vitalii Duk is an experienced Data Scientist and Machine Learning expert with a strong background in both practical and theoretical aspects of Artificial Intelligence.

Most recently, Duk was the Senior Data Scientist at dubizzle, the UAE's leading classifieds platform. At dubizzle, he used Machine Learning algorithms and insights from data to detect fraudulent ads, ensure product price optimization, and build the tailored search engine in order to provide a seamless experience for dubizzle users. Leveraging Data Science and Machine Learning, he helped to uncover hidden insights and identify key trends in the data to predict future user behaviors and preferences.

He is one of the co-founders of Dubai Data Science Community, which is a leading AI group in the UAE. Duk is a graduate of Glyndwr University (UK), where he majored in Computer Science and Artificial Intelligence.



Dmitry Efimov received his PhD in Mathematics from Moscow State University, Russia in 2007. In 2008 he joined the Department of Mathematical Analysis, Faculty of Mechanics and Mathematics, Moscow State University, as an Assistant Professor. His research interests included several important topics in functional and complex analysis (such as structural properties of spaces of holomorphic functions in the upper half-plane). In 2012 he joined Department of Mathematics and Statistics at American University of Sharjah as an Assistant Professor. During his work in the UAE, Efimov became interested in Applied Machine Learning and started participating in Data Science competitions on Kaggle platform. During that time he solved more than 40 different problems and became winner or took prizes in 11 Machine Learning competitions. Simultaneously, Efimov has started a research work in Applied Machine Learning: his main research interest included feature selection and sensitivity analysis. He has created a university course in Machine Learning as a part of mathematics master's degree program. In 2017 Dmitry was invited to join American Express as a Director - Machine Learning and Data Science in London. In 2018 he relocated to the American Express headquarters in New York. He continues to apply his Machine Learning knowledge to solve business problems and leads a team of Machine Learning and Data Science professionals at American Express. Efimov and his team conduct Machine Learning research on different company's use cases and work in such state-of-the-art areas as generative models, recommender systems, deep learning and transfer learning models.

Additional information can be found at the following links:

LinkedIn profile: www.linkedin.com/in/dmitry-efimov-b44a9335

Personal web page: efimov-ml.com

Github: github.com/diefimov

Kaggle profile: www.kaggle.com/efimov