

Musab Edriss

CVM & Analytics Expert · Bahrain · telecom consumer sector

I lead CVM and analytics in the consumer sector at stc Bahrain — building the data, models, and AI systems behind customer value management, and acting as the sector's applied-AI champion.

Selected work

Building a CVM & analytics function from one role to a team

Grew customer value management analytics from a single analyst role into a multidisciplinary team, and widened its remit from consumer to consumer plus business CVM.

Team: 0 → 3 · Models & campaigns shipped: 40+ · Scope: Consumer → consumer + business CVM

Rescuing a next-best-offer pipeline from memory-limit failure

A next-best-offer pipeline was rejected by the cluster's memory admission control; a redesign around narrow ranking and staged joins brought it back under the pool limit.

Memory plan: ~797 GB → under pool limit · Status: Rejected → running · Reuse: Template for wide-join jobs

Dual-layer anomaly detection for digital fulfilment

A proof of concept pairing weighted business rules with an Isolation Forest to surface anomalous digital-fulfilment activity, delivered to reviewers in Power BI.

Approach: Rules + Isolation Forest · Output: Ranked review queue

Skills

CVM & Campaign Analytics: Propensity modelling, NBO / NBA, Churn & retention analytics, Segmentation, Campaign measurement & uplift

BI & Reporting: Power BI (DAX, M), Streamlit, Executive dashboards

Marketing Tech: SAS CI Studio, SAS RTDM, Real-time decisioning

Data & Engineering: SQL (Impala / Hive), Cloudera, Airflow, Parquet, Query optimisation

ML & AI: Anomaly detection (Isolation Forest), Python, Agentic AI systems, LLM tooling (Claude Code, MCP), Prompt & workflow design

Leadership: Built analytics team 0→3, Stakeholder & executive presentation, Vendor management, Roadmap & scope definition

Education

MSc Business Analytics — Edinburgh Business School, Heriot-Watt University