

# Shan Islam

## Lead Data Scientist

📞 07971437076

✉ shahnurislam@protonmail.com

🌐 shanislam

📍 London

**Lead Data Scientist** with 12 years experience across pricing, experimentation, and forecasting. Built core systems for surge pricing, AB testing, and business monitoring which contributed to revenue growth and operational clarity. Adaptable across BI, analytics, engineering, and product. Known for strong technical thinking and clear communication.

## EXPERIENCE

### AnyVan

London

#### Lead Data Scientist

May 2022 – Dec 2025

- Built and deployed a surge pricing system forecasting demand, enabling strategic price increases; delivered a **+10% revenue premium**.
- Owned pricing strategy for the Spain market launch, improving per-user margin by **50%** in six months through continuous iteration.
- Established a company-wide AB testing framework from scratch, improving experiment reliability and decision making.
- Improved profitability through continuous pricing AB experimentation, generating **15% revenue growth**.
- Built production monitoring dashboards for pricing systems, reducing bug detection time from days to hours.
- Acted as a bridge between engineering and C-suite, translating business needs into technical specs.
- Mentored a junior data scientist who became a top contributor and was promoted.

### Royal Mail Group

London

#### Senior Data Scientist

Sep 2018 – May 2022

- Built people resource forecasting models during the pandemic to improve staffing.
- Developed clustering models to identify outlier cost buildings for the property team.
- Reduced fleet costs through van usage optimisation using Linear Integer Programming.
- Led Royal Mail's migration to GCP, creating frameworks to convert legacy analytics workflows to cloud-native pipelines.
- Worked with engineering and DevOps to align data science workflows with GCP infrastructure and deployment standards.
- Saved over **£100k** in project costs by using open-source APIs.
- Prototyped dashboards using Shiny and Dash; upskilled colleagues on Docker/PySpark.

### John Ayling & Associates

London

#### Head of Data / Senior Analyst

Feb 2012 – Sep 2018

- Built the company's data function, managing reporting, tooling, and analytics.
- Designed automated VBA/Excel tools streamlining day-to-day work.
- Created campaign dashboards in Data Studio, Tableau, and Power BI.
- Built a TV forecasting model to predict future campaign outcomes.
- Mentored and trained analysts, supporting recruitment.

### The Grove Group

London

#### Data Analyst / IT Support

Oct 2010 – Sep 2011

- Designed a margin calculator (MS Access) to improve gross profit.
- Played a key part in the complete revamp of the customer database.

## SKILLS

### Languages & Tools

Python, R, SQL, VBA, Excel, Bash, Scala, Haskell, HTML, JavaScript

### Data & Cloud

BigQuery, GCP Cloud Functions, GCP Composer, Snowflake, DBT, Docker, Git, GitHub Actions, AWS SageMaker, Snowplow

### Experimentation

Dynamic Pricing, Price Elasticity, Demand Forecasting, Uplift Modelling, AB Testing

### Visualisation

Streamlit, Tableau, Power BI, Google Data Studio, Google Analytics

### Soft Skills

Stakeholder Management, Project Leadership, Cross-functional Communication, Agile & DevOps, Team Mentorship

## EDUCATION

### Queen Mary University

BSc Mathematics (1st)

2006 – 2009

## VOLUNTEERING

### DataKind Hackathon

Helping Guy's and St Thomas's charity understand population factors.

### Royal Mail Diversity Scheme

Participated in workshops and featured in the company diversity video.