Yousuf Motiwala *Senior Data Scientist*

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Profile Summary

Senior Data Scientist specialised in Machine Learning & Strategy Consulting with ~6 years of experience in helping senior management in generating data-driven actionable insights. Experienced in assisting CXOs across industries such as Consumer-Retail, Telco, IG, Public-Sector and Media in implementing Machine Learning solutions. Aspiring for a new opportunity where I'd be able to lead teams and data science initiatives to bring tangible business impact.

Professional Experience

Boston Consulting Group

Senior Data Scientist   Jan 2023 – present
                                                                                                                          Bangalore, India
- Led **process mining** in Celonis to optimize & streamline Order to Cash pipeline, resulting in addition of **$300M in working capital &** reduction of throughput time by **7 days**
- Piloted E2E **outbound acquisition strategy** for SaaS provider leveraging **Customer Segmentation** & **Propensity Modelling**, resulting in additional **20% win-rate**
- Assisted **Central Gov.** in designing, one of its kind in the world, a national-level agricultural land X farmer database; the case was presented to **Prime Minister's Office**

Data Scientist   Feb 2021 – Dec 2022
                                                                                                                          Bangalore, India
- Devised a **Price Optimization Algorithm** for a semiconductor manufacturer, leveraging **price-elasticity and LR** to identify an **additional 20% revenue** opportunity.
- Added a new BCG capability on **non-linear optimisation** that identifies optimal transport frequency based on operational, waiting time & crowding cost
- Built a **Credit Risk ML** model in **R** that buckets applications based on predicted risk and **reduced 30%** of the manual screening workload for an India-based NBFC
- Developed **M&A strategy** by identifying P&Ls & market viewership synergies that generated an **additional 7% profit** opportunity for India's largest Media merger.
- Developed a **predictive ML** model to identify **profit drivers & set branch strategy** to untapped additional 25% profit opportunity for a leading national bank

Nielsen

Executive – Business Insights (Retail & FMCG)   Aug 2018 – Aug 2019
                                                                                                                          Mumbai, India
- Led a team of five on pack-price-distribution strategy for India's largest snacking brand. Unlocked additional 0.3% growth opportunity
- Designed **3 Annual retail sales Brand Plans** for India's third-largest beverage firm; won "Simply Excellent award" & generated an **additional 5% revenue** opportunity

Analyst - Business Insights (FMCG)   Mar 2017 – Jul 2018
                                                                                                                          Mumbai, India
- Identified pack & channel optimisation strategy for a leading Juice brand, resulting in an **additional 1.5% share** gain opportunity
- Designed case study on *"Revamping distribution through Product Innovation"* for India's leading FMCG firm. Achieved **"Exceeds Expectations"** for the analyses

Education

MSc Business Analytics - Specialized in Applied ML - Distinction   2019 – 2020
Bayes Business School (Triple Crown Accreditation)   London, UK
    Vodafone UK:
    Data Scientist - MSc Dissertation - 6 months
- Developed a Ranking Methodology to prioritize locations for 5G investment using Geo-Clustering ML algorithms

Bachelor of Management Studies   2013 – 2016
Hinduja College (NAAC accredited "A+")   Mumbai, India
  CGPA: 6.4/7.0 **(Top 10%)**

Skills

- **Business Intelligence:** Price Optimisation, Promotion Effectiveness, Demand / Sales / Inventory Forecasting, Customer Churn Prediction, Credit Risk Modelling, Customer Segmentation, Route & Capacity Optimisation, Business Process Optimisation
- **Technique Stack:** Predictive Machine Learning, Linear & Non-Linear Optimisation, Time-series forecasting, Data Engineering, Geo-spatial modelling, NLP, Process & Task Mining
- **Tools:** Python, R, SQL, Alteryx, Tableau, Power BI, Advance MS Excel (VBA), Git, Celonis

Awards & Certifications

- **BCG: Olympics 2021 best cases Finalist** (NAMR) - For the Lighthouse project
- **Nielsen: Simply Excellent – Silver** for delivering actionable insights to the client's sales team
- **Nielsen: Simply Excellent – Bronze** for exemplifying client-centricity
- **NIIT** 3 Yrs Diploma certificate in Data Science (CGPA: 9.0/10.0)

Langauges

Fluent in English, Gujarati, Urdu and Hindi; **Intermediate** in Arabic