

Yousuf Motiwala *Data Scientist*

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Profile Summary

Data Scientist specialised in Strategy Consulting with 5 Years of experience & a strong academic background. Expertise in driving tangible impact through advanced techniques such as price optimisation, propensity modelling, marketing mix modelling, credit risk modelling, business process automation & NLP. Successfully assisted market leaders across industries such as Consumer-Retail, Telco, IG, Public-Sector & Media to achieve diverse business objectives using advanced analytics.

Professional Experience

Boston Consulting Group

Senior Analyst

2023 – present
Bangalore, India

- Assisted **Agriculture Ministry of South Asian** country in designing a national-level agricultural land database; the case got presented to Prime Minister's Office

Analyst - Predictive Analytics

2021 – 2022
Bangalore, India

- Designed customer acquisition strategy for 350M potential user base using **customer segmentation** and **propensity modelling** for a leading US health insurance firm
- Devised a **Price Optimization Algorithm** for a US-based semiconductor manufacturer, leveraging **price-elasticity** and **LR** to identify an **additional 20% revenue** opportunity.
- Added a new BCG capability on **non-linear optimisation programming** to identify optimal transport frequency based on operational, waiting time & crowding discomfort cost
- Built a **Credit Risk ML** model 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 & Entertainment merger.
- Developed a **predictive ML** model to identify **profit drivers & set branch strategy** to untapped additional 25% profit opportunity for a Vietnamese bank

Nielsen

Executive – Insights (FMCG & Beverages)

2018 – 2019
Mumbai, India

- Designed **3 Annual retail sales Brand Plans** for India's third-largest beverage firm; won "Simply Excellent award" & generated an **additional 5% revenue** opportunity
- Mentored three associates, and led a team of five on pack-price-distribution strategy for India's largest snacking brand. Unlocked **additional 0.3% growth** opportunity

Analyst - Insights (FMCG)

2017 – 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

Bayes Business School (Triple Crown Accreditation)

2019 – 2020

MSc Business Analytics - Specialized in Applied ML - Distinction

London, UK

Vodafone UK:

Data Scientist - MSc Dissertation - 6 months

- Developed a Ranking Methodology to prioritize locations for 5G investment using Geo-Clustering ML algorithm

Skills

- **Skills:** Predictive Machine Learning, Geo-analytics, Linear & Non-Linear Optimisation, Credit Risk Modelling, Market-Mix modelling, Time-series forecasting & NLP
- **Tools:** Python, R, SQL, Alteryx, Tableau, Power BI, Advance MS Excel (VBA), GCP, PySpark

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)

Languages

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