Yugal Soni

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PROFILE

MSc Business Analytics graduate from the University of Leeds with strong skills in data visualisation, NLP, SQL, R, and Power BI. Experienced in analysing business data, identifying performance trends, and creating insight-based recommendations. Eager to contribute to evidence-based decision-making and continuous improvement in a business environment.

EDUCATION

MSc Business Analytics & Decision Science – University of Leeds   (Sept 2024 – Sept 2025)
Key modules: Forecasting & Advanced Analytics, Quantitative Analysis, Business Decision Science, Data Visualisation, Evidence-Based Consultancy
BBA (Finance) – MIT World Peace University, Pune, India   (Jun 2019 – May 2022)
CGPA: 9.05 / 10

SKILLS

- **Analytics & Programming:** R, Python (pandas, scikit-learn, NLP basics), SQL, SPSS
- **Business Intelligence:** Power BI, Tableau (basic), Advanced Excel
- **Modelling & Methods:** Forecasting, Regression, Time Series, Sentiment & Topic Modelling, Multi-Criteria Decision Analysis
- **Tools & Platforms:** Salesforce, Zoho CRM, Jupyter Notebook, GitHub, Canva
- **Soft Skills:** Stakeholder engagement, Leadership & team supervision, Problem-solving, Data storytelling

EXPERIENCE

- **Cyperts Digital Solutions Pvt. Ltd., India**
  Business Development Executive   (Jan 2023 – Feb 2024)
  - Generated ₹25 Lakhs+ (~£25K) in revenue from UK & US clients through analytics-driven targeting.
  - Processed 200+ daily B2B leads using SQL & Excel, improving accuracy & conversion.
  - Built financial dashboards in R & Power BI for consulting clients.
  - Increased campaign response rates by 18% through evidence-based email marketing with Zoho & Salesforce.

PROJECTS

- **Forecasting & Sentiment Analysis** – MSc Module Project (R)
  - Forecasted US Personal Consumption Expenditure (1959–2025) using Naïve, ETS & ARIMA; ARIMA achieved MAPE <0.2%.
  - Performed time-series diagnostics and sentiment analysis of 2,000 hotel reviews, revealing five key drivers of satisfaction.
- **Counterfeit Products Detection** – Personal Project (Python, ML, NLP)
  - Built an SVM classifier (94% accuracy, AUC = 0.98) to detect fake reviews using TF-IDF & metadata features.
  - Created a Counterfeit Risk Score combining review patterns & anomalies to flag high-risk sellers.
- **Decision Analysis & Regression** – MSc Assignment (R, Excel)
  - Applied MCDA (TOPSIS, WSM, sensitivity analysis) for business site selection under multiple constraints.
  - Developed sales regression modelling, determining macroeconomic drivers of demand.
- **Dissertation – MSc Thesis: Public Perception of Cryptocurrency in Real Estate**
  - Conducted 20 semi-structured interviews across UK, India & UAE; analysed using thematic & sentiment analysis.
  - Found that adoption hinges on regulatory clarity, professional training, and generational trust shifts.

ACHIEVEMENT

- National-level skating Gold Medalist.
- Certified with Tally ACE, PRO and Advanced Certificate.
- Promoted to Shift Leader in 6 months for high performance and leadership potential in Taco Bell Leeds, UK.

CERTIFICATES

- **Google Data Analytics Professional Certificate**– *Coursera* (In Progress, Expected Completion: Nov 2025)
- **PCAD (Python Certified Associate Developer)** – *Preparation Ongoing*
- **English for Business and Entrepreneurship** – *University of Pennsylvania (Coursera), 2024*