Yugal Soni

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PROFILE

MSc Business Analytics graduate from the University of Leeds with skills in forecasting, NLP, SQL, R, and Power BI. Promoted to Shift Leader at Taco Bell within 5 months, demonstrating leadership and data-driven decision-making. Previous BDE experience in AI & blockchain consulting, generating revenue and delivering dashboards for global clients.

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 data-driven 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%.
  - Conducted time-series diagnostics and sentiment analysis of 2,000 hotel reviews, identifying 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.
  - Conducted sales regression modelling, identifying 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.