Job Description

POSITION DETAILS

Functional Designation		**Department**	Data Science & Analytics
Sub Department	Data Science & Analytics	**HR Grade**	
Location	Corporate Office	**Reporting Manager**	

Job Purpose

The Lead - Prospect & Data Model will be responsible for managing prospect data and developing data models to support business objectives. This role involves leveraging data analytics to enhance prospect targeting, improve data quality, and create robust data models that drive decision-making

Principal Accountabilities

- Oversee the collection and analysis of prospect data.
- Implement strategies to improve prospect targeting and conversion rates.
- Ensure data quality and integrity in prospect databases.
- Develop and maintain data models to support business analytics and decision-making.
- Utilize statistical analysis and machine learning techniques to create predictive models.
- Collaborate with cross-functional teams to ensure data models align with business objectives.
- Analyze data to identify trends, opportunities, and areas for improvement.
- Prepare and present reports on prospect data and model performance.
- Provide insights and recommendations based on data analysis.
- Work closely with marketing, sales, and product teams to align data strategies.
- Communicate findings and recommendations to senior management and stakeholders.
- Provide thought leadership on emerging trends in data modeling and prospect management.
- Lead, mentor, and manage a team of data analysts and modelers.
- Develop and execute strategies to achieve business goals.
- Foster a culture of data-driven decision-making within the team.

Desired Profile

- Advanced degree in Data Science, Statistics, Computer Science, or a related field.
- Proven experience in a senior data science or data modeling role.
- Strong background in statistical analysis, machine learning, and data management.
- Expertise in data science tools and programming languages (e.g., Python, R, SQL).
- Excellent leadership and team management skills.
- Strong problem-solving and analytical thinking abilities.
- Effective communication and presentation skills.
- Ability to work collaboratively in a fast-paced environment.

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