**YOUSUF MOTIWALA**

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**EDUCATION**

**Cass Business School (Triple Crown accreditation), London**  **Distinction** **(Expected)** Sep 2019 – Aug 2020

MSc in Business Analytics

* **Coursework:** Applied Machine Learning, NLP, Database Management, Statistics, Graph Theory, Revenue Optimisation
* **Vodafone 5G:** Network Analytics Research Project, UK May 2020 – Aug 2020

Consulting Vodafone Strategy on prioritising locations for 5G investment in UK by analysing proprietary and open-source data

* **QuickInfo:** Designed a machine-learning and NLP algorithm to detect the most important news of the day and summarise them within 100 words. Tools used: Nltk, Spacy, Sklearn, Newspaper, Matplotlib

**Hinduja College (NAAC accredited “A+”), Mumbai CGPA: 6.42/7.0 (Top 10%)** Jun 2013 – Apr 2016

Bachelor of Management Studies

**PROFESSIONAL EXPERIENCE**

**TURNER SWIM,** Analytics Consultant (Part-Time), LondonFeb2020 - Present

* Designed business KPIs and visualization dashboard; automated admin task by **70%** using Google Apps Script

**NIELSEN,** *Global market research firm, Mumbai, India*  Apr 2017 – Aug 2019

Executive – Retail Measurement, Client Insights Delivery (FMCG & Beverages) Feb 2019 – Aug 2019

* Led end to end insights delivery on a **£230K** retail project managing tasks from supervising data quality to presenting analyses; generated additional revenue opportunity of **£12K** for Nielsen
* Designed three Brand Plans for revenue of **£40K**; analysed distribution and pack-price strategy for India’s third-largest soft drink manufacturing firm. **Won Simply Excellent** award for the analysis
* Identified pack and channel optimization opportunity for India’s second-largest brand in mango drinks, resulting in planning actions from client end and written appreciation for proactive support
* **Mentored three associates** on exploratory data analysis

Executive – Retail Measurement (FMCG) Aug 2018 – Jan 2019

* Led team of five on four brand performance analyses, improving team’s KPI by **20%**
* Developed retail strategy analysis for India’s top seven FMCG firms; achieved **“Exceeds Expectation”** ratings for the analyses
* Collaborated with internal teams to prepare consumer gifting strategy for India’s largest chocolate brand. The study was presented to key stakeholders of the firm
* Initiated “Knowledge Sharing” sessions for analytical skills development and conducted four sessions for **40 associates**

Research Analyst - Retail Measurement Insights, FMCG Apr 2017 – Jul 2018

* Designed a case study with a team of six, to revamp distribution of one of India’s top-ranked FMCG firm, by studying strategy of **48 brands** across 17 FMCG products. The case was presented to senior stakeholders of the firm
* Automated reports to reduce development time from **128 to 38** man-hours per quarter using proprietary software

**SKILLS**

* **Tools:** H2O, R, Python, SQL, Data Visualisation (Tableau, Shiny, Bokeh), Advance MS Excel, Google Analytics, SSIS, ETL, PySpark
* **Concepts:** Machine Learning (Classification, Dimension reduction, Clustering, AutoML), NLP, Statistical Data Analysis (Regression, Multivariate-Analysis, Time-Series Forecasting), Exploratory Data Analysis

**AWARDS AND CERTIFICATIONS**

* Nielsen accredited **“Analytics and Modern Service Associate - Bronze”** July 2019
* **“Simply Excellent – Silver award - Useful”** for delivering actionable insights to client’s sales and marketing team May 2019
* **“Simply Excellent – Bronze award - Connected”** for exemplifying client-centricity Aug 2018
* NIIT Diploma certificate in **“Data Science and Business Analytics”** (CGPA: 9.0/10.0) Aug 2018

**COMMUNITY SERVICES**

**Member - Dana Committee:** works for “Zero Food Wastage” 2014 - 2019

* Volunteered for 15 days in three cities in the events with a footfall of 40,000+ for ensuring zero food wastage. Delivered surplus food to **100+ homes**. Additionally, raised **₹27K** to facilitate interest-free loans to needy

**LANGUAGE: Fluent** in English, Gujarati, Urdu and Hindi; **Basic** knowledge of Arabic