

YOUSUF MOTIWALA

Email: yousuf.motiwala@cass.city.ac.uk | Phone: +447724276246

EDUCATION

MSc Business Analytics, Cass Business School, London

2019 – 2020

Network Analytics, Machine Learning, NLP, Data modelling and analysis, Strategic Analytics, Statistics, Revenue Management

Bachelor of Management Studies

Hinduja College (NAAC "A+"), Mumbai University, Mumbai

CGPA: 6.42/7.0

2013 – 2016

Research project on Data Analytics (University Grade - 89%)

Diploma in Big Data and Business Analytics, NIIT Ltd, Mumbai

CGPA: 9.0/10.0

2015 - 2018

PROFESSIONAL EXPERIENCE

Nielsen (India)

Apr 2017 – Aug 2019

Global market research firm with ~44,000 employees and annual revenue of USD 6.4B (2018)

Executive – Client Delivery (Non-FMCG)

Feb 2019 – Aug 2019

- Managed client relationship for a £230K project; led end to end insights delivery right from supervising data quality to articulating client's objectives to presenting analyses; generated additional revenue opportunity of £12K for Nielsen
- Identified pack strategy and channel optimization opportunity for India's second-largest brand in mango drinks, resulting in point of discussion with senior stakeholders, planning actions from client end and client appreciation for proactive support
- Prepared three Brand Plans for revenue of £40K, analysing a new market opportunity and distribution and pack-price strategy for India's third-largest soft drink manufacturing firm. Won Simply Excellent – Silver award for the analysis
- Trained and mentored three associates on exploratory data analysis

Executive - Retail Measurement (FMCG)

Aug 2018 – Jan 2019

- Led team of nine on four analytical projects; as a result, received two written appreciation from client servicing end
- Delivered 12 data analysis presentations to top seven and three other FMCG firms to assist them in designing retail strategy
- Collaborated with internal teams and developed a new launch case study for a leading natural product brand and a consumer gifting strategy for India's largest chocolate brand; both cases got presented to key decision-makers of respective firms
- Initiated "Knowledge Sharing" concept for analytical skills development and conducted four such sessions for 40 associates

Analyst - Retail Measurement (FMCG)

Apr 2017 – Jul 2018

- Performed 21 exploratory data analyses of 15 FMCG categories to assist 12 clients in designing retail strategies
- Developed a business case with a team of 6, to revamp distribution of one of India's top-ranked FMCG firm by studying distribution strategy of 48 plus brands across 17 FMCG products. The case was presented to senior stakeholders of the firm
- Partnered with client servicing team for creating an internal tool that could potentially reduce analysis time by 50%
- Improved report preparation time of 128 hours by 70% through automating three quarterly reports using internal software

INTERNSHIP

Marketing Intern, Ace Overseas Education Consultant, Mumbai

Jul 2014

- Engaged in B2B and B2C sales and marketing; communicating with over 70 prospective clients generating 2 leads
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ACHIEVEMENTS

- 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)
- Represented Hinduja College in intercollegiate events of "Alien Product" (Apr 2015) and "G.K. Quiz" (Sep 2014)
- College award for securing highest grade among the cohort 120 students in cost accounting (Aug 2014)

TECHNICAL SKILLS- Advance Excel, Google Analytics, HTML, Microsoft SQL Integration Service, Python, R, SQL, Tableau

COMMUNITY SERVICES

- **Member - Dana Committee; working for "Zero Food Wastage", since 2014**
 - Collected surplus food from several public events and distributed to 350+; helped in decomposing spoilt food
 - Worked as a team of 650 for 15 days in three public events in three cities with a footfall of 40,000+ for collection and distribution of surplus food
- **Coordinator - Fatemi Tanzeem; working towards socio-economic development of society, (2014-2019)**
 - Raised INR 27K for Hussaini Qardan Hasana scheme to facilitate interest-free loans to needy

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