

# ROLE PROFILE

<b>Position Title:</b> Expert Analytics	<b>Reporting to:</b> Assistant Director Analytics
<b>Business Unit:</b> Consumer	
<b>Division:</b> Planning & Analysis	<b>Department:</b> Analytics

## A. ROLE AND CONTEXT

<p><b>Purpose:</b> This role is responsible for strengthening the advanced analytics practice by working closely with BUs on impactful AI/ML use cases to contribute to business strategy and roadmap. The role will be responsible for developing and maintaining Data Science Models, Gen AI Use Cases, analytics frameworks, automation using Machine Learning and BI/Analytics tools.</p>	<p><b>Functional Context:</b> Ooredoo's Consumer business unit is a critical part of the company's first line customer facing activities for all consumer product offerings and has a significant role to play in long term business value creation through product design, achievement of sales revenue, profit and customer satisfaction, as defined in the annual business plans. The Planning &amp; Analysis division is responsible for supporting Marketing BU to put in place annual business plan and strategy. This role supports the department to achieve its objectives.</p>
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## B. ROLE ACCOUNTABILITIES

- Understand business requirement for Commercial Business and implement AI/ML based data science models to perform value addition use cases include Segmentation, Prediction, Forecasting etc.
- End to end AI/ML based model building & advance analytics use cases in data science tool (e.g. Dataiku /R/Python)
- Develop Gen AI Models and practices using industry best practices
- Command on PL/SQL with feature extraction, pre-processing of data, training, scoring, and actionable insight extraction in leading Data base platforms e.g. Teradata, Oracle etc.
- Feature engineering and insights through statistical measures/algorithms/graphs/info graphics.
- AI/ML based Advanced Analytics Models Training/Scoring and automation and self learning mechanism development
- Presenting results of the models in a business friendly format on a regular basis
- Evaluation of the models and developing a tracking mechanism of business value generated by the models. Aggressively tracking of results and utilization of leads.
- Continuous support to use case owner departments by optimizing the models via optimization and self-learning
- Manage the Data Science Operational Framework and ML Ops
- Working as part of shared function across organization on use cases to support product growth, cost optimization, customer engagement etc.

## C. SCOPE AND INTERACTIONS

<b>Direct Revenue Responsibility:</b> No <b>Direct Budget Responsibility:</b> No <b>Direct People Management Responsibility:</b> No	<b>Primary Interactions (Internal/External)</b>	
	<b>Internal Relationships:</b> Cross Functional	<b>External Relationships:</b> Vendors Business Partners

## D. KEY PERFORMANCE INDICATORS (KPI)

- Establishing Data Science Practice within organization
- Timely development of AI/ML based Model Development and Roll Out as per agreed roadmap
- Maintaining quality of the deliverables

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- Automation and self-learning of developed models and analysis
- Addition of incremental benefits in terms of business value
- Build interactive dashboards to visualize key metrics and trends.
- Plan and introduce new analytics capabilities to enhance data science AI/ML Eco System
- Collaborate with cross-functional teams to understand requirements and deliver effective solutions.

## E. EXPERIENCE, QUALIFICATIONS AND SKILLS

<b>Minimum Experience, Essential Knowledge &amp; Skills</b>	<b>Minimum Entry Qualifications</b>
10 years' experience in a similar role. Experience in Data Science, AI/ML base advanced analytics and development experience using a leading data science tools At least 8 years with a telecom operator in similar capacity while working with B2B/C stakeholders Excellent understanding of Telco. Commercial practices and use cases	Bachelor's Degree in Computer Science or Marketing or Engineering <b>Preferred Certifications / Other Qualifications</b> Relevant Data Science Certifications Experience in Dataiku, QlikSense and Teradata

<b>Technical Competencies</b>	<b>Required Level</b>	<b>Behavioural Competencies</b>	<b>Required Level</b>
DATA CONSUMPTION MANAGEMENT	Advanced	Building Customer Value	Intermediate
DATA ENABLEMENT	Intermediate	Delivering Results & Fostering Collaboration	Intermediate
DATA SOURCING	Intermediate	Shaping Strategy	Intermediate
BIG DATA	Advanced	Driving Change	Basic
ANALYTICS	Advanced	Networking and Influencing Collaboratively	Basic
PLANNING + (P&L FIT)	Intermediate	Leading Teams	Basic
<b>Competency Level (Reference Range)</b>	<b>Basic</b>	<b>Intermediate</b>	<b>Advanced</b>
	Low >----->	>----->	>----->High