ROLE PROFILE

Position Title: Expert Analytics Commercial & Operations	**Reporting to:** Assistant Director Analytics
Business Unit: Consumer	
Division: Planning & Analysis	**Department:** Analytics

A. ROLE AND CONTEXT

Purpose:	Functional Context:
This role is responsible for strengthening the advanced analytics practice by working closely with Commercial BU on impactful use cases to contribute to business strategy and roadmap.	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 & 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.

B. ROLE ACCOUNTABILITIES

- Understand business requirement for Commercial BU and implement data mining models to do value addition on top of existing analytics
- End to end AI/ML based model building & advance analytics use cases in data science tool (e.g. SAS /R/Python) and SQL with feature extraction, pre-processing of data, training, scoring, and actionable insight extraction.
- Working as part of shared function across organization on use cases to support product growth, cost optimization, customer engagement etc.
- Feature engineering and insights through statistical measures/algorithms/graphs/info graphics.
- AI/ML based Advanced Analytics Models Training/Scoring and automation
- Presenting results of the models in a business friendly format
- Continuous support to use case owner departments by optimizing the models via optimization and self-learning
- Aggressive tracking of results and utilization of leads.
- Manage the Data Science Operational Framework

C. SCOPE AND INTERACTIONS

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

D. KEY PERFORMANCE INDICATORS (KPI)

- Establishing Data Science Practice within organization
- AI/ML based Model Development and Roll Out
- Automation and self-learning of developed models and analysis
- Knowledge sharing and workshops for business users
- Innovation and new capability introduction within organization

ROLE PROFILE

E. EXPERIENCE, QUALIFICATIONS AND SKILLS

Minimum Experience, Essential Knowledge & Skills	**Minimum Entry Qualifications**
10 years' experience in a similar role. At least Eight (8) years of years of experience in AI/ML base advanced analytics and development experience using a leading data science tool. At least Five (5) years with a telecom operator in similar capacity while working with Commercial teams Excellent understanding of Telco. Commercial practices	Bachelor's Degree in Marketing or Finance or Engineering **Preferred Certifications / Other Qualifications** Any Relevant Certification

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

Competency Level (Reference Range)	Basic	Intermediate	Advanced	Expert
	Low >------------------------->----------------------->---------------------->High			