



Job Description for Consultant – Consumer Industries

Role	Consultant – Consumer Industries
Position Type	Full Time
Job Type	Experienced
Location	Gurgaon

About Us

At Digilytics™, we build and deliver easy to use AI products to the consumer industry in sectors such as FMCG, Consumer Durables and automotive. In an ever-crowded world of clever technology solutions looking for a problem to solve, our solutions start with a keen understanding of what creates and what destroys value in our clients’ business.

Founded by Arindom Basu, the leadership of Digilytics™ is deeply rooted in leveraging disruptive technology to drive profitable business growth. With over 75 years of combined experience in technology-enabled change, the Digilytics™ leadership is focused on building a values-first firm that will stand the test of time.

We are currently focussed on developing a product, Revel FS, to revolutionise loan origination for mortgages and secured lending. We are also developing a second product, Revel CI, focused on improving trade sales in the consumer industry clients like auto and FMCG players.

The leadership strongly believes in the ethos of enabling intelligence across the organization. Digilytics AI is headquartered in London, with presence across India.

Our Values

F Free-thinking: New technologies, business ideas, operating models	O Optimistic: Deal with issues and challenges head-on	C Committed: To deliver results and value for clients	A Analytical: In designing solutions and managing execution	L Loyal: To our clients and our employees
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Website: www.digilytics.ai

- **Know about our product**
 - [Digilytics RelEL](#)
 - [Digilytics RelUP](#)
- **What's it like working at Digilytics** <https://www.digilytics.ai/about-us.html>
- **Digilytics featured in Forbes:** <https://bit.ly/3zDQc4z>



About the role

An ideal candidate would have excellent management consulting skills, particularly applied in AI / ML and technology enabled transformation and would be able to showcase business acumen to contribute to and lead projects for our clients in India and UK. You will be expected to support the data science and technology teams, create and develop relationships with existing and potential clients.

The nature of our projects requires the development of easy-to-consume solutions for complex and data-intensive business problems. You will help customers capture data through digital, IoT, mobile and other data capture channels, and generate insights hidden in vast amounts of data, that can help clients make smarter decisions and improve business practices that deliver improved performance. Your primary focus will be in identifying the value of data, analysing data for better understanding, helping relevant teams in applying data analytics techniques and doing statistical analysis, and building high quality digital interaction dashboards and tools.

MUST have:

- Consumer Industries (eg FMCG, Auto aftermarket, Durables) domain expertise, in particular understanding of sales and distribution in India and management of revenue growth; exposure of AI / ML in revenue growth
- Excellent communication skills
- Performed client facing role
- Experience Range: 3-5 years

Responsibilities

The individual will work in pre-sales and be responsible for developing responsive solutions and proposals. The individual will work on delivery engagements and be responsible for client success in adoption of our solutions. Some areas of activities

- Assess business functions and requirements of the clients
- Build customer relationship and generate business
- Run workshops, and attend seminars, conferences and meetings
- Liaise with multiple stakeholders and coordinate with our onshore and offshore entities
- Determine the appropriate method of data collection, research methodology, analyse and interpret information gained
- Develop use cases, formulate and implement solutions
- Process, cleanse, and verify the integrity of data used for analysis
- Perform data analysis and present results in a clear and rich manner using sophisticated visualisation tool
- Build Machine Learning algorithms and AI enabled data models



Expected and Desired Skills

- Sound understanding of business, data science and technology
- Run analytical models using R, Python and similar programming languages
- Understanding of analytical techniques and technology landscape
- Experience with data visualisation tools, such as Tableau, PowerBI
- Knowledge of using query languages such as SQL
- Knowledge on NoSQL databases, such as MongoDB
- A start up mind set with proven experience working in small or large organisations
- Knowledge on applied statistics skills, such as distributions, statistical testing, regression, etc.
- Good interpersonal skills and the ability to communicate ideas clearly at all levels
- Ability to work in unfamiliar business areas and create solutions
- Ability to both work in and lead a team and to deliver and accept peer review
- Flexible approach to working environment and hours in order to meet the needs of clients

Education Background

- An advanced degree, or equivalent, such as a Master's, MBA or PhD
- An undergraduate degree, or equivalent, in Software Engineering/Computer