

## Contact

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## Top Skills

Microsoft Copilot Studio  
Transformation management office  
Agentic AI Development

## Languages

English (Native or Bilingual)  
Hindi (Native or Bilingual)  
Spanish (Limited Working)

## Certifications

R- programming  
Foundation of digital marketing and e-commerce  
Generative AI for Business Leaders  
Power BI: Dashboards for Beginners (2022)  
Using Power BI with Excel

## Honors-Awards

Master solver 2015  
Gold medal  
Green Olympiad  
Gold and Silver Medal in Hockey

# Ayush Verma

Data Governance, Strategy & AI | Government , Ecom, Retail, Agriculture, Tolls | ADQ | IIT Roorkee | F1 Strategy Enthusiast  
Abu Dhabi, Abu Dhabi Emirate, United Arab Emirates

## Summary

With over 10 years of experience in data strategy, analytics, and growth transformation across e-commerce, retail, agri-tech, and government sectors, I bring a proven track record of driving impactful business outcomes through data-driven decision-making and strategic execution.

In my recent roles, I have led enterprise-wide data strategy, MDM, and governance initiatives for organizations such as ADQ entities, Silal, and Agthia—designing scalable data platforms, defining critical data elements, and enabling high-quality, decision-ready data ecosystems. I have also driven AI use case identification and prioritization, helping leadership teams unlock value through structured, business-aligned data initiatives.

My experience spans advanced analytics and product-led growth, including leading demand forecasting programs (85%+ accuracy), optimizing customer journeys, and contributing to \$20M+ daily GMV targets at Noon through attribution modeling and performance optimization.

More recently, I have been working on AI-driven solutions, including building AI agents using Microsoft Copilot Studio and developing computer vision-based applications for performance analytics. This complements my core expertise in Power BI, SQL, and data platform design, enabling me to bridge the gap between traditional analytics and emerging AI capabilities.

I am particularly passionate about translating complex data into actionable insights, building scalable data foundations, and aligning technology with business strategy to deliver measurable impact.

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## Experience

## Contango

Engagement Lead, Data & AI Consultant

February 2025 - Present (1 year 3 months)

Abu Dhabi

1. Defined 15+ AI use cases for Q Mobility through executive workshops with 25+ stakeholders; delivered roadmap targeting 15–20% efficiency gains in toll & parking ops.
2. Led enterprise MDM rollout across 6+ domains and 5 source systems, onboarding 30+ stewards, implementing 40+ DQ and survivorship rules, and improving match accuracy by ~20% while reducing manual remediation effort. Also implemented AI Agents for MDM and fabric.
3. Deployed real-time demand forecasting model for ADREC using 50+ indicators, achieving 85%+ accuracy to guide multi-billion AED housing policy.
4. Managed 4+ government data initiatives end-to-end, aligning C-suite, scaling strategy 0→1, and overseeing delivery via PMO.

## Silal

Manager Data strategy & Transformation

August 2023 - January 2025 (1 year 6 months)

Dubai, United Arab Emirates

- Data Strategy Development: Spearheaded the creation of Silal's data and analytics strategy, ensuring alignment with business goals and fostering a data-driven culture. Streamlined critical processes such as COGS Logic Revamping and Inventory Reconciliation, driving actionable insights for executive leadership.
- Advanced Analytics: Managed and led demand forecasting project, directing cross-department collaboration and external consultants to align modeling approaches with business goals; ensured outputs met diverse team requirements by showcasing results via a dashboard that streamlined inventory planning, improved operational efficiency, and supported strategic decision-making
- Data Governance: Established Critical Data Elements (CDEs) and implemented robust data quality protocols, enhancing data integrity for advanced analytics and AI initiatives.
- Leadership in BI Projects: Leading Safco's BI and Reporting Implementation, aligning with CXOs and cross-functional teams to design dashboards, automate reporting, and resolve data issues, ensuring timely delivery across project phases.
- Data Infrastructure and Tools: Partnered with engineering teams to ensure scalable data infrastructure, introducing comprehensive

documentation and streamlined refresh frequencies.

- Data Literacy and Culture: Championed a data-first mindset by conducting Power BI training, establishing benchmarks, and fostering data democratization across the organization.

## Namshi.com

Consultant (Growth analytics & Digital Strategy)

May 2023 - August 2023 (4 months)

Dubai, United Arab Emirates

- Collaborated with functional heads to evaluate short- and long-term business strategies, leading daily stand-ups to review customer funnel metrics (sessions, installs, app vs. web splits, and conversions), resulting in a 150 basis points improvement in the daily unit conversion rate.

- Revamped Namshi's coupon attribution models by redefining influencer attribution logic, ensuring accurate tagging, and creating an attribution waterfall from CPO to organic orders, enabling precise performance tracking and the discontinuation of underperforming influencer campaigns.

## right farm

Analytics Manager Growth and Strategy

April 2022 - March 2023 (1 year)

United Arab Emirates

- > Collaborated with leadership and archived 10x growth in Revenue in 4 months with positive Gross Margin by cross selling products based on historical data , onboarding higher margin clients and forecasting demand, which led to 90% inventory planning accuracy with also in reduction of wastage

- > Accomplished increase in profitability from top-30 Customers by creating price index and scaling the prices for defaulter customers and by zoning the delivery locations and decreasing logistic cost per delivery by adding more customers to low logistic utilization zones. Resulting in increase of logistic utilization rate by 1.4x

- > Identified company account receivable issues by looking at aging buckets and isolating clients who are at risk or are churned/inactive. This helped us in collecting due amount faster and also reduced the A/R outlook of the company from higher overdue % to lower overdue %s of the total pending collections.

- > Created the Business Intelligence ETL pipelines from scratch including setting up ETL processes from different sources ( Microsoft BC/ Mongo /AWS)

to Big query. Set-up all the Customized views in Big query for Reporting and Dash-boarding Purposes. Created a competition price scraping mechanism in order to make strategic decisions, by extracting and transforming competition prices.

noon

3 years 11 months

Manager (Growth & strategy along with Product & Marketing Analytics)  
August 2021 - March 2022 (8 months)

Dubai, United Arab Emirates

> As part of leadership team, collaborated with the Managing Directors to plan and evaluate Business with short and long term goals and devised corporate strategy with data to optimize the onsite customer journey and to decrease customer drop off rate by 2x during customer journey

> Achieved a daily GMV target in Electronics and non-electronic categories of \$20M+ , by improving top brand express selection (increased 300% since 2020), by customer journey tracking planning promotions and by increasing visibility of more shout out brands, and by increasing customer acquisition rate across the categories

> Implemented Customer Attribution Model for noon app, which helped in increasing categories internal page performance by 1.5x (on avg.), optimizing searches to better cater to different regions' searches and measuring the performance of the campaign and optimizing it in between. As a result of avg. category customer stickiness has increased by 30% year on year from 2018 to 2020.

> Independently led Growth and Strategy for Sivvi / Kul.com (noon ventures); and accomplished 2x order volume with 1.2x increase in customer retention for kul, and PC1+ business (by improving Gross margin by 1.3x) for Sivvi by identifying the revenue losing channels & products and optimizing them collaborating with stakeholders

> Planned 1.2 Billion AED rev. Yellow friday month by coordinating with different stakeholders and also archived it optimally by enabling 40% reduction in opportunity loss by devising boosting logic for replaceable SKUs, planning and forecasting stocks for top selling products, shifting top 50 products (on avg.) of each categories from marketplace model to fbn/retail , which led to decrease in delivery time and increase in inventory forecast.

Lead Business Analyst

November 2020 - July 2021 (9 months)

Senior Business Analyst (Strategy & Onsite Growth)

July 2019 - November 2020 (1 year 5 months)

Gurgaon, India

Noon, an Emaar group venture, is the largest GCC e-commerce company operational in the UAE, Saudi Arabia and Egypt.

- Collaborate with the Managing Directors to plan and evaluate Business with short and long term goals (like Investors Dashboarding for Key KPIs).
- Currently heading BI team for Kul.com along with onsite strategy & planning for noon.com
- Analysing the customer's journey on the platform to effectively cater to their personalised needs.
- Corporate strategy: suggest data-driven changes to optimise the cost of different marketing channels.
- Analyzing and building models around key APIs of business; campaign planning and analysis, using predictive model to align company's conversation in future sales, building Alert system, help in optimising marketing campaigns and onsite performance tracking and reporting

### Business Analyst

May 2018 - June 2019 (1 year 2 months)

New Delhi Area, India

1. Analyze merchandising aspect of business; tracking the performance of campaigns or categories, using predictive model to align company's conversation in future sales, building pricing Alert system, building dashboards which could helps us prepare for future campaigns and other aspect
2. CTR reporting, UCR Prediction, Boosting Algorithm, Live price Alert, Cross Sales Analysis, Opportunity Loss Analysis, SKU level performance tracker
3. Monitoring quality of traffic coming from different marketing channels.

### EXL

#### Consultant

April 2017 - April 2018 (1 year 1 month)

Gurgaon, Haryana, India

Collection forbearance remediation of customers for a Fortune 50 credit card issuer:

Created monthly stacked data for different cards portfolio, to further analyze targeted customers

Used SAS for coding different scenarios and presented the codes in clients calls, suggesting further changes in scenario logics

Analyzed the wrong monthly credit letters for different scenarios and calculated financial impacted customers, who need to be remediated

Discussed with client Problem statement, SAS codes, credit and letter validation

Credit calculation and swap analysis to see the false positive numbers with respect to client's results, followed by complete documentation

Early engagement and CDE (Customers digital experience) for a Fortune 50 credit card issuer:

Done attrition analysis for early engaged customers ( around 25k accounts from 350k newly enrolled accounts are attriting by MOB=3 )

Used new acquisition dataset from Teradata and pulled relevant transaction, call, income and fico data for attrition analysis

Suggested measures to prevent attrition for customers, whose card has been declined and observed the trends for attrition of customers

Prepared dashboard that captures digital usage of enrolled customers and their month on month comparison

Used monthly digital usage data from EDW to analyze different parameter %s as comparison to open customers or digitally enrolled customers

Trigger sizing of Mobile usage customers data that is responsible for growth in mobile usage

## Axtria - Ingenious Insights

### Business Analyst

June 2016 - March 2017 (10 months)

Gurgaon, India

#### Reporting and Testing:

- Executed quarterly contest for Sales Representatives to increase business for the primarily focused product for healthcare client based in the US;

Analyzed fairness of the contest using different metrics (% of Earnings, % of Goal Attainment) to measure KPI of salesforce

- Prepared HDR (historical data Report) for France about CNS products , and presented it to European

Clients. Also, done the User Acceptance Testing for our clients.

- Used IBM Cognos to pulled client data and rolled out EU regional reports every month. Also, prepared

dashboards showing pros and cons of launch of new injectable method of drug's injection

- Responsible for calculating incentive compensation for a sales force of over 2000 reps periodically for a high scale pharmaceutical client

- Spear-headed automation of manual processes resulting in increased efficiency and reduced error
- Designed and documented SOPs to facilitate training activities for new resources on the project

### Zophop Tech.

#### Business Analyst Intern

May 2015 - August 2015 (4 months)

1. Performing Market Size estimation on public transportation services throughout India.
2. Market research for their both apps, Zophop (public commute app) and ETA (real time positioning app).
3. Proposing some Growth Hacking strategies for their public commute app

### YNG Media

#### Tech Project intern

May 2015 - July 2015 (3 months)

1. Working with Magento community edition for companies like Satyapaul, Intimate Street, Maspar, Bwitch, Altx.
2. Preparing modules and observers as per as requirement of clients. Importing/exporting products, customers and images and problems solving. Marketing for their blog, emarketwatch

### SPIC MACAY

#### Coordinator Finance

August 2014 - March 2015 (8 months)

IIT Roorkee

Performing some key tasks to help SPIC MACAY like preparing budget for event and academic year, making efforts to bring in advances. Making financial clearances of all the bills from an particular event. Also indulging in event management and promotions.

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## Education

### Columbia Business School

Digital Strategies for Business Transformation, Digital Strategy · (August 2024 - December 2024)

### Mckinsey Forward Program

Specialization in Management Skills, Management Consulting · (November 2022 - May 2023)

IIT Roorkee

Bachelor's degree · (2012 - 2016)

DAV Public School

10th

Paramount Academy

12th