

Contact

zak.advisor@gmail.com

www.linkedin.com/in/zakrev
(LinkedIn)

Top Skills

Customer Value Management

Product Analytics

Explainable Artificial Intelligence
(XAI)

Languages

Arabic (Elementary)

Marathi (Limited Working)

English (Native or Bilingual)

Hindi (Native or Bilingual)

Certifications

The 7 Habits of Highly Effective
People

Post Graduate Certification Program
in Data Science

R for Data Science

Microsoft Professional Program
Querying Data with Transact-SQL

Honors-Awards

Super Star Glow Award Quarter

Rising Star

Customer Care Experience

Best Cross-Functional Department
and Sukhan Star (Q3 2025)

Zakir Shaikh, MSc

Analytics & Customer Value Management Lead at Vodafone Qatar
| Customer lifecycle, segmentation, retention & churn across 1.8M
subscribers | 60% YoY revenue growth | MSc Data Science

Doha, Qatar

Summary

I lead customer value management and analytics at Vodafone Qatar, where my team turns the behaviour of roughly 1.8 million subscribers into decisions the business can act on who to target, on which channel, with which proposition, and when. That work has delivered 60% year-on-year segment revenue growth. It came from replacing blanket campaigning with segmentation, propensity scoring and lifecycle journeys built on what customers actually do, and from a lead-to-conversion journey that routes each cohort to the channel most likely to convert, lifting conversion by 30%. Seventeen years in, the work keeps coming back to three things. Measurement that stands up. I built First Call Resolution at Vodafone Qatar from nothing — the definition, the measurement logic, the data integration, the reporting — and it became a company-level KPI. Most analytics functions inherit their metrics. The ones that define them well change how the business argues. Customers as segments, not averages. Segmentation, propensity and predictive models that move customers into higher-value propositions Postpaid, Fibre, VIP — and that anticipate service needs before they surface as complaints. Decisions, not dashboards. An executive performance layer Directors use to steer campaign investment, weekly and monthly reviews with Heads of Department, and automated tracking in place of manual reporting. I work across Marketing, Sales, Product, Technology and Care, and lead a blended onshore/offshore team of analysts and specialists. Background: MSc Data Science (Merit) from Liverpool John Moores University, with postgraduate programmes in data science and data engineering at IIIT Bangalore and IIT Guwahati. Hands-on with SQL, Python, Power BI and Tableau still close enough to the data to know when a number is wrong. Open to conversations about analytics leadership roles in Qatar and the wider Gulf, particularly consumer businesses where acquisition, engagement, retention and churn decide the year.

Experience

Vodafone Qatar

14 years 1 month

Cross Segment Lead & Analytics (CVM)

January 2024 - Present (2 years 8 months)

Doha, Qatar

Own customer value management across all consumer segments of a base of roughly 1.8 million subscribers.

- Delivered 60% year-on-year segment revenue growth by replacing blanket campaigning with segmentation, propensity scoring and lifecycle journeys built on observed customer behaviour.
- Own the end-to-end lead-to-conversion journey across digital and assisted channels scoring the base on propensity and routing each cohort to the channel most likely to convert lifting lead-to-conversion by 30%.
- Redesigned customer journeys across SMS, IVR, app and USSD touchpoints, improving engagement through multi-channel conversion flows rather than single-channel campaigns.
- Run prepaid-to-postpaid cross-sell programmes and structured upgrade targeting into Postpaid, Fibre and VIP, opening multiple new revenue streams.
- Lead a blended onshore/offshore team of analysts and specialists, setting analytics priorities against commercial objectives and chairing the cross-functional forum that aligns campaign plans, forecasts and channel readiness.
- Built the executive performance layer Directors and senior management use to steer campaign investment, automating month-to-date and month-on-month tracking that previously ran manually.
- Identify and segment cold and hot leads using big data tooling across digital and non-digital channels, and built the data models behind lead assignment, MSISDN management and risk profiling.
- Standardised lead management KPIs and established the operating model for campaign execution and telesales —SOPs, governance forums and audit controls keeping campaign activity consistent, compliant and audit-ready.

- Configure CVM products and lead promotional campaign execution end to end with Marketing, Sales, IT and Product, including B2B2C propositions.

Planning, Reporting & Analytics Lead - Customer Value Management
December 2018 - December 2023 (5 years 1 month)

Qatar

- Designed First Call Resolution as a company-level KPI from scratch definition, measurement logic, data integration and reporting and improved it from 48% to 80% across 48 months.
- Owned customer experience measurement for the care organisation, covering NPS, CSAT, FCR and satisfaction diagnostics, and converted the findings into service changes with care, quality and training teams.
- Built segmentation models distinguishing service needs across customer groups, enabling differentiated care journeys in place of one-size-fits-all handling.
- Introduced predictive modelling to anticipate customer care needs, shifting the care model from reactive to proactive.
- Built and maintained dashboards across online chat, telesales and Net Promoter Score, giving consumer and enterprise business owners timely visibility of performance.
- Ran weekly and monthly business reviews with Heads of Department and Directors, and owned the monthly submission into Vodafone Group global reporting.
- Established data governance protocols with compliance and technology teams, covering lineage documentation and access control.
- Owned forecasting across seasonal, regression and cyclic methods, plus telesales budgeting, approvals and commission calculation.

Planning & Performance Specialist

November 2015 - November 2018 (3 years 1 month)

Doha, Qatar

- Forecast call volumes and planned staffing across voice, chat and digital channels, balancing service levels against cost to serve.

- Owned the customer operations KPI set — AHT, FCR, NPS, CSAT, SLA and agent utilisation and used it to locate and remove points of customer friction.
- Built dashboards and performance reports in Excel and Power BI.
- Managed WFM tooling for real-time scheduling, adherence and capacity optimization.
- Identified performance gaps and drove process and operational improvements.
- Partnered with marketing, quality assurance and operations, and ensured SOP compliance across quality and training initiatives.

Work Force Management Specialist

August 2012 - October 2015 (3 years 3 months)

Doha

- Provided workforce insight into departmental budget preparation and generated quarterly workforce projections against upcoming production needs.
- Produced the monthly management report comparing workforce cost to actual revenue production.
- Managed service level and average handling time across the contact centre, with daily, weekly and month-end production reporting.
- Contributed to workforce allocation research supporting budgeting for planned growth.

Serco

Customer Care Executive

August 2011 - August 2012 (1 year 1 month)

- Handled 10K enquiries and resolution for Vodafone Qatar consumer customers and dealers, with a focus on resolving at first contact and upselling rate plans and services - the customer grounding behind all later journey work.

MetLife

Financial Advisor

June 2009 - January 2011 (1 year 8 months)

Mumbai Metropolitan Region

- Analysed client circumstances and built financial plans against individual requirements, explaining complex product options so clients could weigh them on their merits.

Recognised as Rising Star (2009) for highest weekly sales.

Education

Liverpool John Moores University

Master's degree, Data Science · (October 2023 - March 2025)

International Institute of Information Technology Bangalore

Executive PG Programme in Data Science with Specialization in Data Engineering, Data Engineering · (July 2022 - August 2023)

Indian Institute of Technology, Guwahati

Post Graduation Certification in Data Science, Data Science · (October 2019 - October 2020)

Vinayaka Mission's Research Foundation - University

Bachelor of Commerce - BCom, Computer Application · (March 2011 - March 2014)

St. Xavier's High School - India

Matric, General · (2005 - 2007)