

Yvonne Sindiswa Moyikwa

Curriculum Vitae

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Gender Female
Nationality South African
Race African
Driver's License 08
Home language Xhosa

ACADEMIC DATA

Qualification Matric Exemption
Institution Tlokweng Senior Secondary School (1995)

Subjects Completed Maths
Physics
Biology
Xhosa
English
Afrikaans

Qualification B Sc (Natural Sciences) - Completed year 2000

Institution Free State University

Major Courses Statistics
Chemistry

Qualification BSc Hons (Statistics) - Completed year 2003

Institution Free State University

Qualification MSc (Statistics) - Completed year 2004

Institution Free State University

Certifications Leadership Excellence in Dealing with People, SAS Visual Analytics, Introduction to SPSS and Statistics, SPSS (Intermediate and Advanced), SQL Server, SAS Programming Part1, SAS Data preparation for Data Mining, Applying Data Mining Techniques using Enterprise Miner (SAS)

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RELEVANT WORK EXPERIENCE

SUMMARY

During my career, I have gained a wide knowledge and understanding in ensuring that the business strategy is carried out and applied across the markets through the engagement and management of key stakeholders. My passion is to continue providing data-driven analytical and decision-making support to uncover opportunities across the business. Some of my profession responsibilities include helping build and maintain services/products offered to the subscriber, performing a wide range of analyses, translating findings into actionable takeaways, and formulating and championing new methods for evaluating the impact and value of our segmented customers (e.g., accurately identify customer segments to enable targeting of the right customer, with the right product at the right time). I also have excellent data mining, cleaning and processing skills.

1. Industrial Development Corporation

November 2018 – Current

Position: Manager: Operations

Duties:

- Monitor, measure and communicate IDC results to executive management.
- Delivering timely, high quality and effective management reporting that provides key insights, highlighting risks and aids the decision-making process for the IDC.
- Review, oversee and manage all reporting deliverables that are used by senior management to effectively communicate results to senior executives.
- Contribute to the development of the banks overall reporting vision, strategy and policy and execute on the strategy.
- Provide oversight and ensure delivery of financial and non-financial reporting to key internal SBSA stakeholders.
- Assist with developing and maintaining management information through driving effective and value adding reporting by efficiently using progressive / next generation technology.
- Enhancement of the IDC's non-financial metric reporting through best practise principles that are aligned to the IDC's vision and strategy.
- Manage internal teams to understand their reporting needs and assist in identify solutions to improve their reporting capabilities.
- Ensure efficient and effective stakeholder engagement.
- Proactively develop relationships with key internal stakeholders relevant to the business to ensure accurate presentation.
- Liaising with external auditors at year end to ensure all audit queries are timeously addressed.
- Responsible to provide the operational performance figures that get published in the Annual Integrated Report.
- ADHOC support to other Business Units requesting Analytics and Insights regarding performance

2. Mobile Telecommunication Network – MTNSA

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December 2015 – October 2018

Position: Manager: Analytics

Duties:

- Develop, automate and maintain Business Intelligence Reporting and Modelling Strategy for the business
- Manage all aspects of the data extraction, BI Reporting, Data Modelling whilst identifying new initiatives and/or making recommendations for channel growth and new opportunities.
- Drive the effective implementation of MTN SA's Prepaid segment value propositions and GTM and customer experience design strategies, with emphasis on client experience (internal and external), ensuring maximum market penetration, growth and profitability by support and ensure these are in line with the overall MTN strategy, divisional goals, and market needs and requirements
- Review and provide input into the development of value propositions and business cases for up-to-date innovations product portfolios and offer recommendations to the general manager
- Partnering with Business and technology to research and test various new MI/BI Reporting tools and software on an ongoing basis to ensure business is in a position to take advantage of new opportunities in this field.
- Using analytical feedback, work with business in order to test the hypothesis and identify solutions which drive conclusive decisions.
- Manage and coordinate requests for quantitative and qualitative data, and ensure findings are statistically representative and presented in a way that meets the initial request.
- Design and Implement Large Data analysis to draw insights for the business.
- Drive and coordinate any additional analysis to be performed based on initial analysis results.
- Liaise with IS to gather all required support for data extraction for reporting purposes.
- Manage own development to increase own competencies.

3. University of South Africa – Department of Economic and Management Sciences

July 2013 - Current

Position: Statistics Online tutor (E-tutor)

Duties:

- Answer student questions related to the course content:
 - Data Collection, Presenting Data in Tables and Charts and Numerical Descriptive Measures
 - Basic Probability and Discrete Probability distributions
 - The Normal Distribution
 - Sampling and Sampling Distributions
 - Confidence Interval Estimation
 - Fundamentals of Hypothesis Testing: One-Sample Tests
 - Chi-Square Tests
 - Simple Linear Regression
 - Assist students with technical or connectivity issues
 - Reply to student messages
 - Respond to messages from peers and school administrators
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- Grade student assignments and tests
- Assess student progress
- Suggest program or curriculum improvements to school administrators
- Maintain required records.

4. Mobile Telecommunication Network – MTNCO

December 2012 – November 2015

Position: Manager: Analytical CRM

Duties:

- Ensure the MTN Business Intelligence strategy is carried out and applied across the MTN Group of operating companies (OPCOs) through the engagement and management of key stakeholders.
- Implement an optimal business intelligence organization and process in the Opcos (market research, data mining, and competitor intelligence).
- Implement a segmented approach for any business issue that might have an impact on revenue and incorporate insights/data from multiple domains for customer behavior and competitor analysis
- Identify, develop and animate micro-segments in the Opcos.
- Identify areas for improvement within Marketing departments in the Opcos and to implement analytical solutions in order to resolve issues.
- Review industry good practices in terms of CRM, value and campaign management and implementing them in the Opcos where appropriate
- Ensure analytical interface between Group Marketing and Opcos in terms of performance issue
- Ensure the development and implementation of the Close loop feedback system by defining the User Requirement Specification and User Acceptance Testing document.
- Liaise with Group IT and Vendor on implementation
- Assist the Opco to Compile and analyse the overall trends while training to enhance and sustain long term positive customer experience

5. South African Revenue of Services – Revenue Analysis

April 2011 – November 2012

Position: Operational Specialist: Statistical Analyst

Duties:

- Establishing a Data Analytics capability that will allow the organisation and business to efficiently extract, clean and standardise data from multiple operational systems and deliver insights to business stakeholders
- Define strategy for the development and maintenance of the information infrastructure required to facilitate revenue planning, analysis, reporting and research
- Assisting with the scoping of the data analytics capability
- Facilitate the necessary processes and procedures pertaining to the data mart server are in place and approved by Modernization and Technology.
- Liaise with internal and external stakeholder with regards to divisional data requirements.
- Quantification of special revenue opportunities

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- Provide statistical and analytical support to Special Revenue Program and Revenue Planning and Analysis Unit.
- Perform data verification and data validations
- Compile reports based on analysis findings
- Conduct research
- Compile data specifications for data extraction purposes
- Data cleaning, Data collation and Data matching
- Perform General data analysis
- Provide support to the Interns in analytics, data management and insight

6. South African Revenue of Services - Enforcement and Risk Division

January 2010 – March 2011

Position: Operational Specialist: Risk Rules Statistical Analyst

Duties:

- Conducting of statistical analysis on developed case selection risk rules for effectiveness, relevance and accuracy
- Continually drives improvements in data collection and manipulation methods and the building of capability strength in systems skills and reporting and analytics within the Risk division
- Develop, implement and maintain statistical risk rules and configure risk rules to cover : PIT, PAYE and VAT
- Develop, maintain and implement sampling framework for effective measurement of compliance levels
- Continuous interaction with users of the risk engines (within Enforcement and Risk division) to ensure risk rules are understood with the view of optimizing risk engines
- Development of risk prioritization model to optimize resource utilization and revenue generation
- Maintain business risk rules and configure risk rules to cover : Income Tax, PAYE, VAT
- Contribute to the quarterly reporting of risk matrix and continuous business reporting to contribute to the SARS's knowledge on compliance and compliance strategy development and refinement.
- Responsible for identification of risk trends through statistical analysis, in conjunction with Compliance Evaluation function and regional business units with the aim to improve non-compliance and maintain and improve voluntary compliance whilst revenue generation is optimized.
- Quarterly reporting on effectiveness of business risk rules and recommendations where adjustments are required
- Provide statistical analysis support to Compliance Evaluation and Enforcement Program planning

7. Vodacom – Customer Insight

April 2007 – December 2009

Position: Statistician

Duties:

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- Liaise with departments in and outside of marketing to understand and identify business objectives required for analysis.
- Communicate analytical objectives and problems within the research department and to affected departments
- Identify potential additional business requirements to ensure the success of the analytical requirement. Accurately translate analytical objectives into specific data requirements.
- Ensure data provision requirements are represented in appropriate business documentation.
- Develop operational procedures for the collection, editing, verification and management of quantitative business data.
- Select appropriate quantitative analytical techniques to address analytical objectives.
- Perform a selection of intermediate and advanced statistical analyses on data.
- Prepare appropriate research reports/presentations regarding all product analysis conducted. Present research reports and findings.

8. Mobile Network Telecommunication – South Africa

July 2005 – March 2007

Position: Data analyst

Duties:

- Data analysis as per MTN SP business requirements according to MTN SP standards and business rules.
- Data analysis as per project requirements.
- Distribution of the analysis to relevant people.
- Trend analysis to MTN SP.
- Generation of ad-hoc reports on request.
- Ensures integrity of information collected, stored, shared or reported.
- Assistance to the CRM team by supplying in their data and analysis.
- Review integrity of MTN SP data.

9. African Bank

January 2005 – June 2005

Position: Credit Analyst

Duties:

- Data preparation- Retrieve and Validate data. Ability to recognize data errors and inconsistencies. Write applicable SAS and SQL programs – Ongoing business
- Creating statistical/ data analyses reports on an ad hoc basis. Apply and obtain insight on African Bank customers – Ongoing business

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- Analysis of Scorecards performance and Champion Challenger exercise. Data mining on new and repeat customers. – Ongoing business.
- Monthly Reporting: Decline and Approval Rate Reports, Scorecard Characteristics Reports, and Population Stability Reports.
- Prepare NLR data for Credit Bureau. Extracting data for National Loan Registration where new clients are registered and the other loans are updated.

10. African Bank

August 2004 – December 2004

Position: Statistician

Duties:

- Compiling statistics from source materials.
- Presenting numerical information by computer readouts, graphs, charts, tables and written reports.
- Preparing conclusions and forecasts based on data summaries.
- Create queries to extract data from the mainframe and other databases and systems utilized by the Call Centre.
- Analysis of payment and consumer behavior.

REFERENCES

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Company
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