

Terms of References (ToRs)

Business Analytics Specialist

1. Background

The Government of Pakistan, in collaboration with development partners, is undertaking institutional reforms aimed at accelerating digital transformation, enhancing data-driven decision-making, and fostering innovation across the energy sector. Artificial Intelligence (AI), business analytics, and digital process optimization are critical enablers for improving operational efficiency, service delivery, transparency, and competitiveness in a rapidly evolving digital economy.

To ensure that these reforms translate into measurable improvements on the ground, the Government aims to strengthen its internal analytical and digital capabilities. In this context, a Senior Business Analytics specialist will be engaged to provide targeted expertise in advanced analytics, AI use-case identification, and digital process re-engineering. The role will also support the development of executive-facing insights and practical implementation pathways, enabling the energy sector to adopt AI-driven solutions effectively and to embed data-informed strategy formulation across institutions.

2. Objectives of the Assignment

The primary objective is to strengthen institutional capacity for data-driven policymaking and digital innovation by:

- i. Identifying, adapting, and piloting proven global AI and analytics use cases in the local public-sector context.
- ii. PPMC will furnish the sector-specific knowledge and operational context, establishing the domain bridge. Simultaneously, the consultants will leverage their advanced expertise in AI/ML and IT to devise innovative, efficient, and organizationally scalable solutions.
- iii. Driving measurable improvements in operational efficiency, cost reduction, and service delivery through business process optimization and digital solutions.
- iv. Institutionalizing a culture of evidence-based decision-making through advanced analytics, dashboards, and actionable insights.
- v. Building sustainable internal capability for continued AI and analytics adoption beyond the assignment period.

3. Scope of Work

The Senior Business Analytics will perform the following key tasks and responsibilities:

- i. Conduct research and benchmarking of global organizations to identify successful AI and advanced analytics use cases and document how AI is integrated into core business processes.
- ii. Select, adapt, and implement high-impact AI- or data-driven use cases tailored to the local organizational context to enhance efficiency, innovation, and decision-making.
- iii. Identify opportunities for business process optimization and lead the design and deployment of digital solutions (automation, predictive analytics, intelligent workflows, etc.).
- iv. Perform advanced business analytics, statistical analysis, and data-driven evaluations to support evidence-based strategic and operational decisions.
- v. Transform complex datasets into clear, concise, and visually compelling insights, dashboards, and executive briefs.
- vi. Develop high-quality analytical reports, dashboard briefs, policy notes, and presentation decks for senior leadership and key stakeholders.
- vii. Collaborate closely with cross-functional teams to align analytical outputs with organizational priorities and facilitate data-informed decision-making. viii. Provide hands-on guidance and capacity-building sessions on business intelligence tools, data visualization best practices, and AI solution deployment.
- viii. Establish reusable templates, governance frameworks, and knowledge repositories to ensure sustainability of analytics and AI initiatives.
- ix. Any other tasks assigned by the supervising authority that fall within the scope of business analytics and digital transformation.

4. Qualification & Skills Requirements

- i. Bachelor's degree in Computer Science, Artificial Intelligence, Machine Learning, Data Science, Business Analytics, Statistics, or a related field.
- ii. A relevant Master's degree will be preferred.
- iii. Professional certifications in business analytics or related areas will be an added advantage.
- iv. Advanced proficiency in analytics and visualization platforms such as Excel (advanced), Power BI, Tableau, or equivalent is highly desirable.

5. Experience Requirements

Minimum **5 years** of relevant professional experience, including:

- i. Business analytics, management consulting, or strategy development (sector-specific experience not mandatory).
- ii. Proven ability to simplify complex issues and present them effectively to senior executives.
- iii. Demonstrated high-level spoken and written English communication skills, with confidence in engaging at senior level.
- iv. Strong track record of executive presentations, stakeholder engagement.

6. Contract Type

- i. The Contract will be on a full-time basis.

7. Remuneration

- i. The monthly remuneration will be competitive and commensurate with qualifications and experience.

8. Duration

- i. The assignment will be for a period of one (1) year.

9. Reporting

- i. The Business Analytics Specialist will **functionally report** to the MD (PPMC) and Chief (Integrated Planning & Economic Analysis) of the designated entity, working in close coordination with technical, research, and policy teams.
- ii. The consultant will directly report to the Project Director administratively.

10. Expected Commencement Date

The expected commencement date is 01-Feb-2026

11. Facilities Provided to the Consultant

The consultant will be provided co-working space at PPMC Office, Islamabad.