

ONKAR RANDAD

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SUMMARY

Consultant with 3+ years of experience delivering data-driven strategies and insights across global teams. Skilled in unstructured problem-solving, client engagement, and executive communication. **Awarded a merit-based scholarship at UCLA. Recognized at ZS Associates for top performance and client impact.** Driven by a growth mindset and people-first leadership, I thrive in high-performance environments and bring an infectious energy to problem-solving and team collaboration.

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA) - ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

Master of Science - Business Analytics (MSBA) - Merit Scholarship Fellow

Sep'24 – Dec'25

- **VP of Career Services** - Organizing networking events and acting as the primary liaison with industry leaders
- **Founding Member, MSBA Consulting Club** - launched MSBA UCLA Anderson's first analytics-led consulting group
- Marketing and competitive Analytics, Optimization, Product Management, Data Management, ML & AI

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE (BITS), PILANI

Goa, India

B.E. in Mechanical Engineering (Early Graduate - Merit Scholarship)

Aug'17 – May'21

- **Peer-Mentorship Chief Coordinator | Events Coordinator at Festival Committee | 180 DC Consulting - BITS Goa chapter**
- Supply Chain Management, Principles of Economics, Statistics, Development Economics, Production Planning

PROFESSIONAL EXPERIENCE

MERCK

Data & Business Analytics Intern – Data Solutions

June 2025 – Present, NJ, USA

- **Led 5+ enablement sessions for C-suite** and business leaders across **sales, market access, commercial strategy, launch planning, and marketing** on GenAI assistant adoption; **engaged 40+ cross-functional stakeholders** to gather use cases and align on product evolution **within 2 weeks**
- Delivered **one of Merck's first Agentic-AI deployments** by building a self-serve, **scalable multi-agent GenAI analytics tool** by deploying a natural language interface integrated with Databricks, Unity Catalogue, and domain-specific **AI agents**
- Deployed a **GenAI assistant in Teams via Azure Bot Framework** for **20+ business leaders**, across sales, market access and marketing with ongoing scale-up; added LLM post-processing to convert SQL output into C-suite narratives

ZS ASSOCIATES

(Apr'21 – May'24) Pune, India

Decision Analytics Associate Consultant

Dec'23 – May'24

- Established **fraud detection and revenue leakage capabilities** for the **340B federal** program, enabling a global pharma client to **recover ~\$1M**. Developed a comprehensive KPI-based playbook to support scalable and repeatable solutions across future engagements within the firm
- Led analytics and **GTM strategy** for a **blockbuster cardiovascular drug at a top pharma client**, shaping commercial design, targeting, and competitive positioning through data-backed insights
- Created and refined **financial valuation, due diligence & financial models** for **5+ early-stage pharmaceutical products**, leveraging **logical reasoning** and **leadership** to drive decision-making, directly influencing strategic go/no-go decisions
- **Coached 5+ junior analysts in effective data analysis techniques, storytelling through client-ready PowerPoint and information synthesis, boosting team productivity and analytical quality**

Decision Analytics Associate

Apr'21 – Dec'23

- Enhanced customer engagement for a top pharmaceutical company by employing **CNN models**, creating marketing journey for healthcare professionals specializing in Oncology, Diabetes and HIV, **increasing engagement rate by ~20%**
- Led strategic initiatives of impact analysis for therapeutic portfolios, **reducing time by 50% with a Python-based tool** and ensuring precision through test/control methods. Effectively communicated insights, translating complex data into clear, compelling narratives for non-technical managers using spreadsheets and decks
- **Devised GTM strategies for 5+ pharma clients** through deep collaboration with data science, commercial, and client teams; drove adoption of targeting plans by national field teams and **earned direct client acclaim for strategic clarity**
- Revamped advanced dashboards for a multi-billion-dollar US oncology portfolio, delivering region-specific market archetypes and trend analysis to C-suite executives, enhancing **business intelligence** by delivering **statistical insights** that guided resource allocation and tailored sales strategies, optimizing performance across 9 tumor markets for C-suite execs

TECHNICAL SKILLS

- **Analytical Skills** : PowerPoint, SQL, Python, R, Excel, Power BI, Tableau, LLM - Gen-AI, Databricks, AWS, Apache Spark
- **Core Skills**: Advanced Data Analytics, Data Wrangling, Economics, Data Visualization, Statistical Modelling, Presentations

ACHIEVEMENTS AND LEADERSHIP

- **Panel Coordinator, 2025** - Led a panel at UCLA Anderson's **Annual Consulting Night**, facilitating discussion between top consulting professionals and MSBA peers on careers in consulting, analytics and strategy. **30+ professionals, 100+ students**
- **VP of Career Services, UCLA 2024-2025**: Managed job board, **coordinating 15+ industry events and speaker sessions**
- **Project Wizard, ZS Associates, 2023**: Awarded for fostering **trust-based relationships** with clients, from 30+ associates
- **Finished in Top 3 in Consultathon, BITS Goa 2020**: Multi-domain case competition, 50+ participants from across India