PRERANA DAS

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EXECUTIVE SUMMARY

- **4+ years of Management Consulting (Decision Analytics) experience in cross industries**, with proven ability to conduct and provide end-to-end analytical insights and business advisory for Sales and Marketing projects
- **2.5 years of project management experience** in managing business development initiatives and stakeholders' communication, providing strong mentoring to 10+ associates and analytical knowledge transfer to 20+ cross-functional teams
- **Domain Expertise** – Segmentation, Targeting, Customer Journey, Market Map, Brand Positioning, Market Research (Qual and Quant), Survey Design, Vendor Management, Secondary Data based Insights (IQVIA, Symphony, Xponent Plantrak, APLD, Kantar MARS, HCOS)

PROFESSIONAL EXPERIENCE *(Majorly Strategic Results)*

Undisclosed Fortune 500 Automotive Company   West Lafayette, IN
Analytics Consultant Intern   **Jan 2022-April 2022 (Expected)**

  Client Management and Advanced Analytics:
- Optimizing assortment for SKUs using inventory forecasting to improve overall store sales performance by conducting descriptive and prescriptive analytics (mixed-integer programming)
- Primary PoC for client communication and coordinating cross-functional processes to ensure 100% delivery rate

ZS Associates, Management Consulting   Pune, India
Decision Analytics Associate Consultant   **May 2017-April 2021**

  Data Analytics and Innovation:
- Seasoned in statistical, supervised and unsupervised ML techniques in 25+ business consulting projects for 15+ clients which includes p-value, feature engineering, principal component analysis (PCA), regressions, classification, clustering, ensemble methods
- Identified $500M of sales growth potential for a new premium pet-food product by predicting differentiating customer attitudes and purchasing decision drivers, and clustering 8 unique segments. Crafted brand positioning and market entry strategies. Modelled customer segment prediction tool using regularized regression with ~75% accuracy
- Achieved 33% sales growth (~$150M) for a metastatic breast cancer drug by creating a hybrid model to design launch strategy for a pharma giant. Aggregated data from 10+ datasets to conduct propensity modelling

  Client Management:
- As segmentation analytics advisor, remodeled and presented HIV physician segmentation for a fortune 500 pharma company. Suggested market segment profile changes over years and messaging tactics with branding and sales operation team
- Co-led client meetings to discuss data requirements and share weekly updates for new migraine product launch that could challenge incumbent market leaders. Discussed next steps with client and their parallel vendor to keep synergy in the project timeline
- Managed weekly client engagements for a $1.6B eczema drug to reduce customer complaints by 30%. Facilitated workshop to brainstorm DTC messaging and actions to support development of patient-focused strategies

  Business Development and Leadership:
- Brought business of ~$450k from winning bids for 2projects, by assisting leads in brainstorming project methodology and hypotheses
- Led customer journey business initiative by coordinating with senior leadership. Built a new 6-member team, brought 6 projects. Entrusted to be the Youngest Business Development offshore lead. Increased firm traffic by 80% by re-designing its ZS website page
- Simplified financial calculation by automating cost estimation tool. Created content for ZS Newsletters advertising team's analytics width

  Strategy Building and Collaboration:
- Assessed market share expansion opportunity for $70B insurance company. Uncovered 5 target segments to focus on business distribution. Formulated product attractiveness, developed customer acquisition and retention messaging tactics
- Improved patient experience by 1.5X by creating patient journey of a futuristic gene therapy to inform commercialization efforts using qual MR. Developed product placement strategies by analyzing pain points and collaborated with NLP team on sentiment analysis

EDUCATION

Purdue University, Krannert School of Management   West Lafayette, IN
Master of Science in Business Analytics and Information Management, CGPA – 3.75/4 (STEM Designated)   **June 2022**
Dean's List of Top Performers, Merit based Scholarship Awardee
- *Technical Courses* - Statistics/Business Analytics, Time series Forecasting, Data Mining/Machine Learning, Master Data Management, Data Visualization, A/B Testing, R, R Shiny, SQL, Python, MS Excel, SAS EM, MiniTab, Power BI, Tableau, KnowledgeSeekr, JMP
- *Business Courses* - Leadership, Strategic Management, Industrial Innovations, Marketing Management
- *Academic Project* - Led team to conduct new product user prediction analysis for a wellness tourism company using Random Forest and XGBoost on Python. Created R Shiny App to present user profile parameter optimization (*Link*)

National Institute of Technology Calicut   Kozhikode, India
Bachelor of Technology, Mechanical Engineering, CGPA 8.83/10 (Graduated Top 5%)   **May 2017**

LEADERSHIP ACTIVITIES, HONORS

- **Influential:** [2020] Felicitated as the 'Top Brand Advocate' – a recognition to ZS' top brand ambassador
- **Impactful:** [2019] 'Certificate of Impact' by ZS Impact Recognition Team for innovative business solution and client appreciation
- **Cream of the crop:** [2013] All India Ranks among top 0.40 percentile out of 1.4M students who appeared in Joint Entrance Exams