

# MUHAMMAD AHMED EHTISHAM

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## EDUCATION

**BABSON COLLEGE, F.W. OLIN GRADUATE SCHOOL OF BUSINESS**, Wellesley, MA

September 2024 - December 2025

M.S. in Business Analytics Candidate

- CGPA: 3.86/4.0

**LAHORE UNIVERSITY OF MANAGEMENT SCIENCES**, Lahore, PK

August 2020 - June 2024

BSc. in Management Sciences

- CGPA: 3.65/4.0

## EXPERIENCE

**Babson College (FW Olin Graduate School of Business)**, Wellesley, MA

August 2024 - October 2025

**Graduate Research Assistant**

- Streamlined research paper development by synthesizing insights, ensuring data reliability, and leveraging Python, R, and Excel for analysis
- Conducted qualitative research on the role of social media and digital platforms in global social movements, assessing 30+ case studies

**Ascend Consulting**, Karachi, PK

June 2024 - July 2024

**Project Associate**

- Conducted comprehensive research on competition, compliance, exports, and supply chain for ATCO Pharma, assisting in the development of strategic insights and recommendations to optimize operations and boost regulatory compliance
- Administered the design and implementation of talent development programs for Engro Corp, leveraging McKinsey's 5 Shifts framework, accelerating the Engro Pathways Talent Development to identify gaps and foster employee growth

**GlaxoSmithKline Pharma**, Karachi, PK

July 2023 - August 2023

**Marketing Analyst Intern**

- Analyzed sales data with Power BI, streamlining insights access by 30% to facilitate data-driven decision-making
- Collaborated with cross-functional teams to enhance product visibility and market penetration through process improvements and targeted campaigns

**PepsiCo**, Virtual

July 2023 - August 2023

**Marketing Analyst Intern**

- Collaborated with brand managers, to formulate Lays marketing strategies for a 15% projected quarterly sales increase
- Led a team in designing surveys, interviews, analyzing and visualizing data through Google Looker Studio for product diversification of Lays Dips and presented data-driven recommendations, aiming for a 20% market share expansion

**Continental Biscuits Ltd. (Mondelēz International)**, Karachi, PK

June 2022 - July 2022

**Marketing Analyst Intern**

- Collaborated with sales teams and visited 10+ regional offices and retail sites to gather market insights, facilitating repositioning of TUC, increasing snacking category sales by 12%
- Executed field research and competitor analysis across 3 major cities; contributed to strategic marketing adjustments leading to a 15% boost in campaign conversion rates

## PROJECTS

**GoDaddy**, Boston, MA

January 2025 - May 2025

**Consulting Field Project**

- Built interactive dashboards in Python, Tableau, and R Shiny to optimize business reporting, revamping operational decision-making speed by 30%
- Processed and analyzed unstructured survey data to design scalable visualization solutions, strengthening data-driven planning and compliance tracking

**Swyft Logistics**, Lahore, PK

September 2023 - December 2023

**Last-Mile Route Optimization for Logistics Efficiency**

- Achieved a 12.5% reduction in last-mile delivery travel distances using the Traveling Salesman Problem (TSP) algorithm, improving operational efficiency and aligning with E2E delivery objectives
- Streamlined supply chain processes, enhancing delivery times and customer satisfaction by integrating geocoded address and proposing real-time traffic updates for dynamic routing and transportation optimization

**King Gems Skardu**, Skardu, PK

June 2022 - August 2022

**Ecommerce & Analytics Project**

- Collected and analyzed data from 500+ customers using R, identifying demand patterns and improving sales projections by 35%
- Designed and implemented a digital business presence (website, Google registration, social media), driving a 65% increase in visibility and market reach

## SKILLS

- Python, Tableau, Google Looker Studio, SQL, R-Programming, SAS Studio, SPSS, Microsoft Suite, Canva, MS Excel (Plugins)