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| **SAMRIDHI MAHAJAN Mobile No-9877484730 || E-Mail: samridhimahajan015@gmail.com**    **SKILLS:**   * **Technical and Analytical Skills:**   Alteryx, Tableau, AWS (Athena), SQL, Python, Databricks, Statistics, Advanced Excel, Powerpoint, Basic Python, ETL Automation, Forecasting, Market Sizing   * **Business Skills**:   Project Management and Deployment, Business Consulting, Team Management, Effective communication, problem solving , leadership, team spirit, public speaking    **Work Experience**   * **Decision Analytics Associate | ZS Associates Jul 2024 - Present**   + **Customer & Market Analytics**   Delivered actionable insights through in-depth customer segmentation, prescriber behavior analysis, and marketing performance evaluation—informing data-driven targeting strategies that led to a projected **$3M revenue increase** for a key client.  Executed market sizing and segmentation strategies that shaped high-impact promotional plans and optimized brand outreach.   * + **Drug Launch & Commercial Strategy**   Led **Go-to-Market (GTM) planning, forecasting, and competitive analysis** for new drug launches, collaborating with brand, sales, and market access teams to optimize product positioning and sales enablement strategies.  Developed sales & field engagement tracking systems for new drug launches, benchmarking performance against forecasts to drive real-time strategic adjustments.   * + **Sales & Performance Analytics**   Created advanced Alteryx pipelines and Tableau dashboards to monitor field activity, sales KPIs, and engagement metrics—resulting in a **15% boost in sales performance** and **10% higher alignment with revenue targets**.  Conducted root cause analysis (RCA) and funnel analytics to identify and resolve pipeline drop-offs across geographies, optimizing field team deployment and interactions.   * + **Data Automation & Efficiency**   Built and automated master datasets integrating **~8M claims, ~1M patient records, and ~130K provider profiles** across various data levels using **Alteryx and Tableau**, reducing ad hoc analysis time by **25% FTE**.  Streamlined analytics workflows and reporting systems, delivering **800+ hours (~$40K)** in annual efficiency gains through ETL automation and advanced Excel modeling.  Designed dynamic, self-serve Tableau dashboards with real-time data and interactivity, enabling non-technical teams to access key insights and make data-driven decisions faster.   * + **Leadership & Collaboration**   Mentored and upskilled 2 Decision Analytics Interns in data techniques, analytics frameworks, and client-facing delivery—ensuring high-quality outputs and professional growth.  Partnered closely with cross-functional stakeholders including marketing, sales, and national account leadership to align analytics with strategic goals and field execution.   * **Decision Analytics Associate Intern | ZS Associates Jan 2024 - Jun 2024**    + **Addressed complex business challenges in the healthcare sector** by managing and analyzing large datasets to drive strategic decision-making.   + **Advanced Health Equity Initiatives** by collaborating on targeted outreach programs for underserved communities, leading to measurable improvements in patient access.   + **Designed and deployed 15+ custom Tableau and Excel dashboards** to monitor brand performance and prescriber trends; currently utilized by 20+ cross-functional stakeholders in marketing and sales.   + **Led automation of recurring reporting processes**, saving approximately 4,000 hours and $60K annually by streamlining workflows through SQL, Tableau, and Alteryx; improved data quality and reduced manual effort by 30%.   + **Conducted in-depth market research** for interior and architectural design firms to identify collaboration opportunities and expand business partnerships.     **EDUCATION:**   * + **Electronics and Computer Engineering** 08/2020 – 06/2024 | Patiala, India Thapar University  CGPA: 7.89   + **Future First Academy (Minor in markets and derivatives)–** Analyzed and researched the standard banking systems and policies, global equity markets, bond markets along with proper understanding of annual reports, financial ratios and portfolio management     **EXTRACURRICULAR ACHIEVEMENTS**     |  |  | | --- | --- | | SPORTS | * **School level** badminton and basketball player * Won 3 gold, 1 bronze medal in badminton contests out of the 10 participated contests • Won Gold medal in Yoga championship at Zonal Level | | DEBATING | * **Executive member** of the school debating society * Podium finish in 7 out of 15 debates at the zonal level | |
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