

Ashish Kumar

Email me: ashsuper18@gmail.com

Call me: +91 9521873768

LinkedIn: <https://www.linkedin.com/in/ashishk123/>

Address: Roorkee, India

WORK EXPERIENCE

Indegene (HealthCare Industry) - Data Analyst;
Bengaluru, India

Jun 2022 – Present

- **Incentive Compensation and Automation**

- Designed and implemented a **custom Incentive Calculation Tool**, streamlining incentive payouts based on dynamic criteria such as sales targets, product performance, and individual KPIs.
- Automated repetitive processes, achieving an **80-90% reduction** in manual effort and ensuring error-free calculations.
- Integrated the tool with Power BI and Excel for real-time visualisation and reporting of incentive metrics, enabling swift decision-making.
- Conducted rigorous testing and validation, ensuring compliance with company policies and client-specific requirements.
- Played a pivotal role in incentivising high-performing teams, directly contributing to a **15% increase** in productivity and improved employee satisfaction.
- Collaborated with cross-functional teams to customize the tool for various client needs, demonstrating flexibility and adaptability.

- **Digital Analytics for client**

- Utilized Google Analytics Universal (GAU) and GA4 for data retrieval and analysis.
- Generated insightful reports to understand website performance and user behaviour.
- Identified trends and patterns to optimize website effectiveness.
- Collaborated with the client to address business goals.
- Delivered recommendations for improved performance.
- Achieved measurable outcomes:
 - Increased website traffic by 20%.
 - Improved user engagement by 15%.
 - Enhanced conversion rates by 10%.

- **Alignment and Segmentation in the Dynamic Pharmaceutical Sector**

- Spearheaded the realignment and expansion of teams for a US client, handling data and creating a tool for the desired output.
- Acquired in-depth knowledge of Healthcare Professional (HCP) segmentation, targeting, and sizing.
- Executed territory alignment and call planning strategies, enhancing operational efficiency.
- Contributed to a significant 20% increase in client product sales.
- Client satisfaction led to their return for future alignment and segmentation projects.

- **Web Scraping for Improved Data Visualization**

- Enhanced data visualization through chart updates and advanced data analysis.
- Expanded data integration with Power BI and multiple databases within the IQVIA database

- **Worked with some of the Best market leaders in Pharma**

- Johnson & Johnson, Azurity, and Alcon supported many projects for other teams.

- **Payment Backend Collaboration with Highradius**
 - Collaborated on a major project with Highradius to create a Client Full Backend Payment Process.

EDUCATION

Bachelor of Technology (B. Tech.) - ECE

SRM Institute of Science and Technology - Kattankulathur, Chennai (India)

GPA: 8.4

Intermediate

St. Joseph's International School(India)

GPA: 8.0

Secondary School

Kendriya Vidyalaya(India)

GPA: 9.2

CERTIFICATIONS

Python for Data Science and AI - (IBM)

[View credentials](#)

Databases and SQL for Data Science - (IBM)

[View credentials](#)

Tools for Data Science - (IBM)

[View credentials](#)

Google Universal Analytics Essential Training - (Linkedin Learning)

[View credentials](#)

Advanced Google Analytics - (LinkedIn Learning)

[View credentials](#)

SKILLS

Excel | Power BI | GA4 | GAU | GitHub | Automation | Python | SQL | Generative AI | PPT | Project Planning | Task Prioritization | Workflow Optimization | Data Presentation | Report Writing | Stakeholder Communication | Team Collaboration | Cross-functional Teamwork | Knowledge Sharing | Leadership | Time Management | Adaptability | Problem Solving | Creativity | ChatGPT (Ai)