

## AYUSH KULSHRESTHA

ayushkul404@yahoo.com | +91 8826206605 | [www.akenergyconsultant.org](http://www.akenergyconsultant.org)



### OBJECTIVE

At Wood Mackenzie, responsible for analyzing upstream production data, focusing on key technical aspects such as reservoir management, rig performance, and subsea development. Monitoring and forecasting supply and demand trends in the upstream market, providing strategic insights by evaluating market dynamics, pricing, and contractor performance. Expertise in data analysis and IT solutions, including Python, Power BI, and VBA, enables process automation, optimization of data flows, and improved forecasting accuracy. Leading initiatives to enhance operational efficiency through data-driven strategies, supporting decision-making in the upstream sector.

### EDUCATION

MBA (Marketing and International Business)	Galgotias College of Engineering & Technology	2018 - 2020
B. Tech (Mechanical Engineering)	Maharshi Dayanand University	2013 - 2017

### WORK EXPERIENCE

**Wood Mackenzie, Gurugram** **2024 - Present**  
**Energy Sector, Upstream production analyst (Oil and gas)**

- Maintained and managed the infield product as part of a comprehensive product management strategy, ensuring robust performance and alignment with client needs.
- Executed in-depth subsea report analyses on a quarterly basis, delivering actionable insights that drive strategic decision-making for clients.
- Oversee the management and optimization of databases related to critical rigs and USC development, ensuring the integrity and accessibility of vital information.
- Proactively addressing and resolving issues to facilitate an uninterrupted client experience, fostering enhanced satisfaction and loyalty.
- Leveraging and incorporating AI-driven solutions to proactively identify and resolve issues, ensuring a seamless client experience and driving improved satisfaction and loyalty.
- Developed an end-to-end Python automation and AI-driven pipeline leveraging Selenium, BeautifulSoup, tkcalendar, Newspaper3k, spaCy, and Microsoft Copilot to date-filter, scrape, summarize (200–250 words), and export upstream oil & gas news to Excel/CSV—featuring robust error handling and GUI integration.**
  - **Situation & Task:** The team spent 12 hours weekly manually collecting and summarizing UpstreamOnline.com news, leading to delays and inconsistent outputs.
  - **Action:** Designed a Python framework using Selenium, BeautifulSoup, and tkcalendar for date-filtered scraping; implemented an AI summarization pipeline with Newspaper3k, spaCy, and pandas for 200–250-word briefs; automated Copilot uploads/downloads via headless Chrome and a Tkinter progress interface with comprehensive error handling.
  - **Result:** Reduced processing time by 90%, achieved 100% coverage with consistent formatting, and delivered near-real-time intelligence briefs that accelerated strategic decision-making.
- Formulating and implementing data strategies to automate manual processes, significantly enhancing operational efficiency and effectiveness within the organization.
- Conducting meticulous research and coordinating with global teams to bridge information gaps, engaging in primary research with account leads to ensure comprehensive coverage of upstream data.
- Leveraging technical expertise to optimize database performance and simultaneously spearheading initiatives to refine client workflows, resulting in improved outcomes.
- Led the development and optimization of data tracking and forecasting systems for subsea contracts, streamlining contract award processes, automating data flows from project management systems to spreadsheets, and enhancing market and demand analysis to support strategic forecasting and decision-making.

- Partners with subject matter experts to meticulously document technical details of upstream contracts, including subsea, SURF, umbilical's, and platform specifications. This ensures that every critical aspect is captured to safeguard clients' best interests effectively.
- Applied proficiency in ArcGIS to analyze and visualize spatial data, enhancing the accuracy of upstream production analyses and supporting data-driven decision-making.

**KPMG Global Services, Gurugram**  
**Business Associate (Energy & Natural Resources, Auto and IM)**

**2022 - 2024**

- Crafted visually engaging Power BI dashboards, transforming complex data into actionable insights to support strategic decision-making within the Energy and Natural Resources (ENR) sector.
- Conducted thorough data analysis by utilizing VBA and Python for querying and data cleaning, ensuring data accuracy and facilitating informed decision-making processes.
- Applied expertise in pricing and strategy, including market share analysis, price evaluation, and peer comparison, to inform pricing strategies for ENR clients and optimize their market positioning.
- Led benchmarking initiatives to provide comprehensive insights into industry rates and pricing dynamics, aligning service rates with industry standards and enhancing competitiveness.
- Spearheaded benchmarking studies for ENR clients, evaluating performance metrics against industry benchmarks and guiding strategic improvement initiatives.
- Conducted extensive market research and analysis to identify industry trends, providing valuable insights for strategic planning and decision-making within the ENR sector.
- Developed insightful industry reports to inform internal teams and clients, positioning the organization as a forward-thinking strategic advisor in the ENR domain.
- Evaluated market dynamics, conducted market share analysis, and leveraged peer comparisons to drive pricing strategies and enhance competitive positioning.
- Leveraged advanced statistical and text mining techniques to extract actionable insights from large datasets, driving informed decision-making and business impact.
- Utilized Python and VBA for data manipulation and analysis, automating processes to improve efficiency and enhance modeling accuracy.
- Contributed to enterprise-wide model excellence by researching and experimenting with innovative modeling techniques, driving continuous improvement and competitive advantage.
- Demonstrated strong communication skills by fostering successful partnerships with clients, sales professionals, and ecosystem partners in the ENR sector.
- Committed to continuous learning, acquiring new skills such as Python, AWS, and APIs to drive innovation in data management practices within the ENR domain.
- Applied agile methodologies to identify and implement technology solutions, driving efficiency and innovation in data management processes within the ENR sector.

**Situation:** Our team was struggling with manually gathering data for secondary research projects, leading to inefficiencies and errors due to the time-consuming nature of the process.

**Task:** The task was to find a solution to streamline the data gathering process, reduce the time spent on manual research, and improve the accuracy and efficiency of our secondary research efforts.

**Action:** I decided to leverage the power of AI to automate the data gathering process. I developed an Excel VBA macro that integrated with a cutting-edge generative AI tool, allowing us to automate a significant portion of our secondary research process.

**Result:** The implementation of the macro leveraging generative AI yielded significant improvements in our secondary research workflow. We saw a marked reduction in the time required for data gathering, enhanced accuracy, and a more efficient research process overall.

ACS Global Tech Solutions, Noida

2020 - 2022

Market Research Associate (Information technology in Industrial manufacturing)

- **Market Analysis and Strategy Development:** Proficient in understanding market dynamics, competitor landscape, and industry trends to inform strategic decision-making. Ability to gather and synthesize data to support strategy development.
- **Market Research Planning and Presentation Skills:** Collaborates on annual market research plans, contributing to research strategy formulation. Effective communication skills in creating impactful presentations to convey complex information to various stakeholders.
- **Competitive and Trend Analysis:** Conducts competitive and trend analysis to provide actionable insights, demonstrating a strong analytical mindset. Translates key trends into strategic recommendations.
- **Utilization of Databases and Market-Related Product Data:** Proficient in using databases for information gathering and incorporating market-related product data into presentations, highlighting technical skills in data management and analysis.
- **Product Mapping and Competitor Performance Tracking:** Focuses on understanding market positioning and identifying areas for strategic improvement through involvement in product mapping and tracking competitor performance.
- **Content Creation and Thought Leadership:** Showcases manufacturing expertise through authored blogs, demonstrating thought leadership, especially in emerging areas like digital manufacturing technologies.
- **Continuous Learning and Skill Enhancement:** Participation in marketing analytics training reflects a commitment to professional development and staying updated with industry trends and best practices.
- **Trend Analysis in the Banking Industry:** Displays versatility in analytical skills and the ability to apply insights across various domains by conducting trend analysis in a different industry (banking).

Continental Automotive Components, Gurugram  
Trainee

2019 - 2019

- Gained insights into the operation and functions of cluster units.
- Acquired knowledge of cluster unit manufacturing processes.
- Learned about quality control procedures for cluster units.

#### CERTIFICATIONS AND SKILLS

- Lean six sigma by KPMG
- Fundamentals of digital marketing by Google
- Advancing the Digital Economy for Sustainable Growth in Asia by ADBI
- Fostering Growth and Inclusion in Asia's Cities by ADBI
- Business Analysis: Essential Tools and Techniques (IIBA Egypt Chapter)
- Python Essential Training (Linked in learning)

**IT Skills:** Microsoft Office (Excel, PowerPoint, Word), Dashboard over excel, Google Analytics, Gen AI Tools (ChatGPT, Python, Bing AI, Bard, VBA coding)

**Databases:** Refinitiv, FactSet, Bloomberg, GlobalData and Zoominfo **Languages:** English, Hindi