



August 07, 2023

Impact where it matters.

## Letter of Recommendation

I am an undersigned Yuvraj Singh, working as Consultant in the Digital Customer Engagement space at ZS Associates - Pune. ZS is a management consulting and technology firm focused on transforming global healthcare and beyond. We at ZS leverage our leading-edge analytics, power of data science and in-house developed product to help our clients make correct decisions and deliver innovative solutions.

Mr. Deven Paul, an undergraduate from BITS Goa, is a Decision Analytics Associate at ZS Associates.

I collaborated with him on a heavy data analytics project which required in depth understanding of machine learning to derive engagement-based personas for doctors. Project had high visibility across ZS due to first of its kind work and scale at which it was deployed, hence had required a lot of hard work. Deven being the execution person, exceeded expectations and went an extra mile to get things done during crucial times. Task and project management was an essential competency required for this project and Deven performed exceptionally well on that, managing his work efficiently. His enthusiasm towards problem solving was very well received by his colleagues with whom he worked with high collaboration.

Currently, Deven has been admitted to RWTH (Rheinisch-Westfälische Technische Hochschule) Aachen, and will be pursuing his graduate study in M.Sc. Management and Engineering in Computer Aided Mechanical Engineering to strengthen his technical grasp in Mechanical Engineering and further his Business acumen.

He is a congenial person who works efficiently in a team working on a project. He would take necessary steps to align and streamline the work in hand for himself and the team. I am sure that he will work with full efficiency to accomplish the expectations put forth for graduate research and studies. I am strongly recommending him for a graduate program in Business Administration at your University.

Thank you.

**Yuvraj J Singh**

Decision Analytics Consultant

ZS Associates India Pvt. Ltd.

World Trade Center, Tower 3, Kharadi, Pune 411014, Maharashtra, India

T | +91 20 6739 3150

[www.zs.com](http://www.zs.com)

**ZS** Impact where it matters.