

# Aman Gupta

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## DATA SCIENCE ASSOCIATE CONSULTANT

Senior Data Scientist with 4+ years of experience delivering scalable data science solutions across predictive analytics, resource optimization, and strategic decision-making. Skilled in building robust predictive models, analyzing large-scale datasets, and translating insights into actionable business strategies. Proficient in Python, SQL, Spark, and data visualization tools, with strong analytical, problem-solving, and presentation skills

### SKILLS

Core Competencies:	Data Science, Machine Learning, Deep Learning, Natural Language Processing, Predictive Modelling
Libraries/Framework:	Python (Numpy, Pandas, Sklearn, Seaborn, TensorFlow), Machine Learning (XGBoost, Random Forest, Decision Trees, PUL), Causal Inference, Spark, SQL, Dataiku
Tools:	MS-Excel, MS-PowerPoint, Tableau, Dataiku, Argo, Git, Docker

### WORK EXPERIENCE

**ZS Associates Pvt. Ltd. – Gurugram, India** 01/2024 - PRESENT  
**Data Science Associate Consultant**

- Launch Engagement Program for new drug
  - Led a team of 3 data scientists in designing and implementing a robust pipeline to develop a targeted customer list, driving the adoption of a newly launched oncology drug in a \$5.8B market
  - Collaborated with business stakeholders to develop a semi-supervised early adoption model using patient claims data from analogous drugs, directly affecting market penetration and strategy
  - Technology used: XGBoost, PUL, Patient Data Analytics, PySpark, Git, Argo, Kedro
- Patient Cancer Stage Detection
  - Analysed real-world patient data to accurately detect cancer stages, improving physician targeting and informing clinical outreach strategies
  - Designed and deployed a key opinion leader (KOL) identification engine using community detection and PageRank algorithms, transforming patient claims data into network data to map physician-patient interaction journeys
  - Determined the ROI of patient support programs by measuring the impact of various PSPs on patient initiation and adherence using causal inference techniques and A/B testing
  - Technology used: XGBoost, Network Analysis, Patient Data Analytics, PySpark, Git, Argo

**Decision Analytics Associate** 01/2021 – 12/2023

- Promotion Response & Marketing Mix
  - Developed predictive algorithms to estimate promotional tactic preferences, enhancing sales and marketing effectiveness across multiple channels
  - Collaborated with cross-functional teams, including client data science and brand teams, to create predictive models that improved promotional strategies, resulting in an additional \$20M in profit through strategic budget reallocations
  - Technologies Used: Python, Random Forest, SQL, Marketing Analytics, Regression
- Go-to Market Analysis
  - Managed resource allocation for a pharmaceutical client during a 125% budget increase, finding optimal personnel and increasing operational efficiency
  - Leveraged Google Analytics to analyze web traffic and user behavior, finding key performance indicators (KPIs) that contributed to a significant increase in drug sales across national markets
  - Technologies Used: Python, Google Analytics, SQL, Data Visualization

**ABV-Indian Institute of Information Technology & Management - Gwalior, India** 06/2019 - 07/2019  
**Research Intern**

- Analyzed spoilage impacts on India's cold storage industry, leading to improved practices and reduced losses
- Developed and assessed a graphene-based sensor to detect rotting onions and potatoes, advancing solutions for agricultural challenges

### EDUCATION

**Harcourt Butler Technical University- Kanpur, India** 2017-2021  
B. Tech in Chemical Engineering – 8.3 CGPA

**Dr Virendra Swarup Memorial Public School- Kanpur, India** 2017  
Intermediate – 88%