JHANVI WADHAWAN

jhanviwadhawan@gmail.com | LinkedIn

California | No sponsorship required | Open to relocation

PROFILE

Analytical Data Analyst with 4+ years of experience transforming complex datasets into actionable insights. Proven ability to manage full project lifecycles, from defining scope and goals to delivering data-driven recommendations. Skilled in data analysis, statistical modeling, and data management using SQL, Python, Power BI and Tableau to identify trends, and analyze key metrics for cross-functional stakeholders

WORK EXPERIENCE

Hotspex **Toronto, Canada**
Insights Analyst *Mar 2024-Sep 2024*

- Developed a statistical model using Python (k-means clustering) to perform psychographic segmentation on 10,000+ survey responses identifying 3 key profiles to inform digital advertising strategy.
- Analyzed qualitative data from open-ends, interviews, and focus groups using thematic coding in NVivo and Excel, surfacing key emotional and functional drivers behind consumer choices that shaped brand messaging and ad campaigns.
- Developed and automated 3 Power BI dashboards to perform ongoing metrics analysis on advertising awareness KPIs such as sentiment, behavior, and purchase intent across multiple categories, providing real-time insights into campaign performance.

IQVIA **Bangalore, India**
Analyst- Business Strategy & Insights *Sep 2021 – Jul 2023*

- Led secondary research and competitive intelligence projects to monitor market trends, regulatory changes, and competitor activities across oncology, CNS, and immunology therapeutic areas.
- Managed data analysis projects to define go-to-market strategy; defined project scope and deliverables, identified key market trends and presented insights that contributed to a 20% market share growth.
- Conducted qualitative and quantitative primary research by managing 30+ expert interviews and vendor-led surveys with 500+ participants, driving product prioritization and segmentation refinements.
- Built and maintained Power BI and Tableau dashboards visualizing pricing, sales, and market access trends across multiple global regions, reducing manual reporting effort by over 25%.
- Collaborated with cross-functional teams to prepare presentations and summary reports that communicated research findings to internal stakeholders and clients.
- Monitored and tracked industry news, regulatory updates, and competitor activities daily to support timely and informed market analysis.
- Leveraged SQL for data management tasks, including extracting, cleaning and validating large datasets from proprietary databases to ensure data integrity for all downstream analysis and reporting.

Dr. Reddy's Laboratories Ltd **Hyderabad, India**
Scientist– Research and Development *Jul 2019 – Sep 2021*

- Spearheaded development and regulatory approval of 5+ injectable products, including a COVID-19 therapeutic that generated $10M+ in global revenue within 12 months.
- Optimized formulation development processes, reducing time-to-market by 20% and cutting operational costs by 15%.

EDUCATION

- **Humber College** **Toronto, Canada**
  Research Analyst program | 2023- 2024
  Major coursework: Qualitative & Quantitative Analysis, Research Methodologies, Advance Statistical Analysis, Survey Design, SPSS, NVivo, SQL, Power BI
- **National Institute of Pharmaceutical Education and Research** **Punjab, India**
  Master of Pharmacy (M. Pharm) | 2017-2019
- **Panjab University** **Chandigarh, India**
  Bachelor of Pharmacy (B. Pharm) | 2013- 2017

INTERNATIONAL PUBLICATIONS

- Blog: Analyzed global Olympic sports trends, identifying strategies to boost audience engagement and brand opportunities.
- First author research a publication in Drug Discovery Today (Impact Factor 7.85)
- Review article published in: Drug Delivery Science and Technology (Impact Factor 5.06)

SKILLS

- **Technical Tools:** SQL, Python, SPSS, Power BI, Tableau, Excel, Power Point, NVivo, Qualtrics, Google Analytics
- **Core Competencies:** Primary Research (Surveys, Focus Groups, Interviews), Secondary Research, Psychographic Segmentation, Trend analysis, Data Visualization, Go-to-Market Strategy, Project Management
- **Certifications:** Google Data Analytics - Google (Jan 2024) • Project Management- Google (Mar 2024) • Basic SQL- Hacker Rank (May 2024)