Resume | Shivam Ahuja | MS Data Science

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PROFESSIONAL EXPERIENCE

ZS ASSOCIATES   **New Delhi, India**
Decision Analytics Consultant   **January 2021-June 2022**

- Estimated the demand landscape for a F&B client's portfolio in US and helped uncover $357M worth of vulnerable spaces utilizing "Jobs theory"; a new product has already been introduced in one space based off our suggestion
- Developed a classification model with 75% accuracy using a combination of MARS and Regularized logistic regression to predict the segments likely to prescribe a pharmaceutical vaccine which will be used by the sales field team for targeting
- Leading an internal team transition from a R based environment to a python one, updating the entire existing code-set

Decision Analytics Associate Consultant   **July 2018-December 2020**

- Awarded "Upskill Guru" recognition from the ZS leadership for innovating a methodology called "Adaptive typing tool" which allows sales reps to identify HCPs segment by asking ~50% less questions compared to ZS's traditional approach
- Developed a messaging focused attitudinal segmentation using a decision tree algorithm for a mental health focused client and then overlaid it onto their target list by creating a logistic regression based prediction algorithm with 90%+ accuracy
- Developed, in a team of 4, the go-to-market strategy of an oral drug with expected peak sales of $4B by identifying key ZIP codes across U.S. using a k-means clustering algorithm for aggressive, post-launch targeting
- Identified the target demographic for a video calling device using a latent class clustering algorithm, leading a team of 3 to recommend the key opportunities and messaging, resulting in 3 more projects with the client and $750,000 in revenue
- Led a team of 5 to improve the messaging of physicians for a pharmaceutical company's portfolio of 3 insulin products by utilizing a combination of random forest, logistic regression and clustering algorithms, leading to a 20% increase in likelihood of endocrinologists prescribing one of the products, increasing its revenue by ~190%
- Implemented structural equation modelling in R programming language, which resulted in a 10% increase in share for the most receptive segment. Featured as the "Innovation of the Year" on ZS segmentation team's annual newsletter
- Coached and mentored a team of 19 associates across offices and conducted firm-wide training sessions on Excel and R

Decision Analytics Associate   **June 2016-June 2018**

- Created an Excel-based model to identify the optimal sales force size for a printer manufacturing company, recommending an increase in staff, resulting in 10% more penetration for key pilot accounts
- Designed, in a team of 12, an unbranded direct-to-consumer (DTC) campaign for a medical product services company to increase the underlying condition's unaided awareness from ~40% to 68% amongst the affected population within 2 years
- Recommended targeting community oncologists over academic oncologists to a pharmaceutical company, further segmented this group using a decision tree algorithm, resulting in a 4% increase in share over the next year
- Identified consumer segments across 7 countries for portfolio of devices of a Fortune 500 software company using a latent class clustering algorithm, which resulted in 5 more projects and close to $3 million in revenue to the firm
- Delivered a visual dashboard using Tableau to report key survey metrics and KPIs, used for better customer targeting

VOLUNTEER EXPERIENCE

NeeV – A Learning Center (Part of ZS CSR activity)   **New Delhi, India**
Volunteer   **August 2017-December 2020**

- Organize monthly learning sessions on Mathematics along with a fun activity for children, aged 8-18, at a nearby school

LE ZS FC   **New Delhi,**
Co-Admin   **November 2016-June 2022**

- Started a weekly soccer group at ZS with 3 fellow players and have grown to 147 participants in five years

EDUCATION

New York University   **New York, USA**
Master of Science, Data Science   **2022-Present**

- Coursework: Intro and Programming in data science, Linear algebra, Optimization and Probability in data science

Thapar University   **Patiala, India**
Bachelor of Engineering, Electronic and Communication, GPA 9.4 of 10 (3.76 of 4.0)   **2012-2016**

- Awarded merit-based scholarship for being in the top 3 of 180 students in my branch
- Top 3 performers out of 30 interns for the 2015 HEP Training program at Mentor Graphics

ADDITIONAL INFORMATION

- **Certifications**: Completed "Python for Everybody" online course from Coursera and "Introduction to Football analytics" & "Modern Scouting and Data-Driven Recruitment" online courses from Statsbomb Academy
- **Interests:** Set game strategy for my local soccer team to reach two tournament finals; Finished amongst the top 5% of players worldwide in Fantasy Premier League in 2020-21; Expert at cooking/baking Indian desserts
- **Tools and Algorithms:** Proficient in R, Python, Tableau, Alteryx and Angoss Knowledge Seeker