

Priyamvada Bhardwaj
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ACADEMIC DETAILS

Year	Degree/Exam	Institute	GPA/Marks(%)
2019 - 2023	B.tech, CSE (DS & AI)	Graphic Era Deemed-to-be University, Dehradun	9.12/10.00
2018	C.B.S.E	Sneh Internation School, Delhi	88.00 %
2016	C.B.S.E	Sneh Internation School, Delhi	91.2 %

SKILLS

- **Languages** SQL, R, Python, VBA
- **Tools** MS Excel, Tableau, PowerBI, Power Query, Alteryx, Snowflake, Trino, Hive, Microsoft office
- **Certifications** Data Analysis, Data Manipulation, Data Visualization, Mathematics, Statistical Analysis, Machine Learning, Probability, Agile Methodology, DBMS, ETL

PROFESSIONAL EXPERIENCE

Decision Analytics Associate, ZS Associates, Pune

Jan'24 – June'25

- **Promotional Response Modeling & Budget Optimization**
 - Led promotional response modeling for 7 top U.S. pharma clients, quantifying marketing impact and optimizing promotional investments across channels
 - Developed machine learning models (GLMs, Bayesian regression) to assess the effectiveness of 26+ promotional channels (emails, calls, digital ads, social media, videos etc.) on sales
 - Performed data cleaning operations, feature engineering and diagnostics (sparsity, variance, multicollinearity) as pre-modelling checks to ensure better model fit, and post-modelling checks such as high R-squared value (usually between 0.6-0.9) and a low MAPE value (between 0-20) to ensure model integrity
 - Recommended KPI-based budget allocation by analyzing model output delivering insights through clear visualizations leading to cost reduction of 4%-12% and increased revenue upto 19%
- **Local Market Analysis – Epilepsy Brand Performance Optimization**
 - Analyzed U.S. epilepsy brand performance by evaluating sales, market dynamics, and promotional engagement, identifying growth opportunities.
 - Assessed market potential through competitor analysis, channel effectiveness, and demographics; segmented markets by disease prevalence and brand share to spot opportunities.
 - Delivered recommendations by DMA segment, from cost-effective maintenance to aggressive growth, influencing client decisions with dashboard-based storytelling using Tableau dashboards and PowerPoint visuals.
- **NBA Program Impact Measurement**
 - Evaluated the effectiveness of an 18-month NBA program to enhance physician engagement across different marketing channels including Salesforce calls, emails, and digital ads using performance metrics tracking
 - Conducted A/B Testing by creating test and control buckets using Python and Excel, matching groups on sales, market share, prescribing patterns, and channel engagement for accurate comparison
 - Found NBA-driven emails to be 1.5x more effective (50% increase in open rates, 7.8% sales lift); Salesforce calls 21% more effective; online ads 2x more effective, leading to 6% sales increase. Presented findings with visuals (bar charts, pie charts, trend lines) in executive PowerPoint decks.

Strategic Alliances Intern, NSE TalentSprint, Hyderabad

Dec'23 - Jan'24

- **Market Opportunities Research**
 - Conducted primary and secondary market research, including survey design, focus group studies, competitor analysis, and reviewing industry reports (e.g., McKinsey, KPMG) to identify business expansion opportunities
 - Assisted in creating business documents (proposals, market reports, business plans) using various formats (PPT, Word, Excel), while collaborating with top academic institutions and EdTech leaders