

**Karan Jain**

Decision Analytics Associate seeking roles in Business Analytics, Predictive Analytics, Statistical Analysis, Exploratory Data Analysis, linear regression, logistic regression, clustering, Tableau, SQL, MS Excel, R, Machine Learning, Python, Azure ML Studio

Current Designation: Decision Analytics Associate-Business

Total Experience: 2 Year(s) 0 Month(s)

Current Company: ZS Associates

Notice Period: 1 Month

Current Location: Gurgaon

Highest Degree: B.Tech/B.E. [Manufacturing, Process and Automation]

Pref. Location: Delhi / NCR, Gurgaon, Bengaluru / Bangalore

Functional Area: Analytics & Business Intelligence

Role: Business Analyst

Industry: Strategy / Management Consulting Firms

Marital Status: Single/unmarried

Key Skills: Decision Analytics Associate, Business Analyst, Business Analytics, Predictive Analytics, Statistical Analysis, Exploratory Data Analysis, linear regression, logistic regression, clustering, Tableau, SQL, MS Excel, R, Machine Learning, Python, Azure ML Studio

Verified : Phone Number | Email - id

ID: 71dfe3147cc640bc97a47766f3b6885d

Last Active: Jan-Mar 2020

Last Modified: Jan-Mar 2020

## Summary

Working with ZS Associates as Decision Analytics Associate

Done Bachelors in Engineering (Manufacturing, Process and Automation) from N.S.I.T, Dwarka

## Work Experience

**ZS Associates** as Decision Analytics Associate-Business  
Jun 2018 to Till Date

Implementing a Promotion Response analysis project as a dedicated professional of the C360 Team for a pharmaceutical client in Brazil

- o Determined the retrospective impact of various promotional channels (Digital Channels, Events, Sales force, etc) used for group of drugs in the Brazil market using the nuances of business consulting in addition to employing analytical tools like R Studio. Analyzed and touched the net revenue of ~150M BRL spanning across multiple therapy domains.

- o Analyzing the prospective impact analysis of the same promotional channels by leveraging the previous mentioned results to recommend the following objectives? Sales Force Sizing

Optimum Budget Allocation

Draft Budget Outputs

Forecast Achievability

Pre-finalized optimization suggests that we can accrue additional profit in tune of ~10M BRL in the Brazil Market.

- o Receiving a positive feedback from the client for the progress yet made and the analysis so executed

Executed channel affinity calculation analysis for a client in Spain, European Union

- o Determined the promotion channel (Webinars, Sales Force, Mass-Emails, 1:1 Rep Emails, etc) prediction algorithm on the basis of induced parameters like
  - Urban/Rural Divide of a healthcare professional (HCP) prescribing the drug
  - Age of the HCP
  - Number of promotions and types of promotions received by an HCP
  - Number of beds available per HCP
 and predicted the behavior of the HCPs who did not receive that particular channel of promotion.
- o Algorithms employed for determining the Channel Affinities were
  - Random Forest ML Technique
  - Decision Tree ML Technique
  - Deep Collaborative Filtering System (employed by recommender systems like Netflix)
  - Regression Techniques
- o Divided the channel affinities after the successful prediction estimation into 5 broad categories
- o Received a positive feedback from the client

Implemented a Promotion Response analysis project as a dedicated professional of the C360 Team for a pharmaceutical client in the United Kingdom

- o Determined the retrospective impact of various promotional channels (E-mail, Conferences, Sales force, etc) used for group of drugs in the UK market using the nuances of business consulting in addition to employing analytical tools like R Studio. Analyzed and touched the net revenue of ~90M £ spanning across multiple therapy domains.
- o Analyzed the prospective impact analysis of the same promotional channels by leveraging the previous mentioned results to recommend the following objectives
  - Sales Force Sizing
  - Optimum Budget Allocation
- Recommendation suggested a net profit of ~12M £
- o Assisted the team in developing business by leveraging the sales anomaly analysis developed to be applied for UK market
- o Received a promoter score of '10' from the client for the analysis executed in the UK Market.

#### Sales Anomaly Detection Analysis

- o Determined the deviation in sales trend of a brand relative to its market using various statistical techniques like T-Test, Chow's Test, Arima Technique, Sales Trend Deviation, Central Limit Theorem analysis, Weighted moving average statistical techniques.
- o Implemented the analysis for a Japanese market receiving a positive review from the client.

5. Implemented machine learning techniques along with data analytical tools in helping a pharmaceutical client with

- o Determining the efficacy of marketing channel/ sales force vis-à-vis cetection lient promotion in the German Market and the way forward in estimating the allocation of monetary resources where mROI curve is steep.
- o Implemented sales force sizing for the aforementioned pharmaceutical client in the German realm based on the results of Promotion response and frugal allocation of resources built on those results.

6. Implemented various regression modeling techniques in R studio to estimate the patient potential for a region for appropriate segment to be targeted by sales representative of a pharmaceutical firm

### **Fractal Analytics** as Trainee, Data Analysis

Feb 2018 to Apr 2018

Rigorous 3-month Training Program carried out at Fractal Analytics with the help of UpGrad Platform

Systematic instructional training for 3 courses

Introduction to Data Management

Statistics and Exploratory Data Analysis

Predictive Analytics

Learnt forming complex queries for more than 1 dataset in 'SQL' and extract relevant insights using the heuristics.

Learn the visualization tool 'Tableau' from basic to forming interactive dashboards for presenting the visual information in a presentable fashion.

Acquainted myself with skills of Microsoft Excel like pivot tables, conditional formatting, VLookup for extracting useful pieces of data and better analysis.

Implemented various 'R programming' techniques like linear regression, logistic regression and clustering algorithm (K-means and Hierarchical) in case studies. Ran hypothesis testing for finding answers of business relevant questions from the data set.

### **Prof. Sameer Mathur, IIM Lucknow** as Data Analytics

Jun 2017 to Jul 2017

- o Professional Internship under the tutelage of Prof. Sameer Mathur, IIM Lucknow
- o A month long training of Data analytics and inculcated technical capabilities to tackle analytical problems using R Studio, Data visualization methodologies and Regression analytical thinking.
- o Commissioning of 3 extensive data analytics projects using R programming , Numerical analysis and Data Visualization

## Education

UG: **B.Tech/B.E. (Manufacturing, Process and Automation)** from **Netaji Subhas Institute of Technology (NSIT)** in **2018**

## IT Skills

| Skill Name             | Version | Last Used | Experience           |
|------------------------|---------|-----------|----------------------|
| Tableau,SQL,MS Excel,R |         |           |                      |
| Python,Azure ML Studio |         |           |                      |
| C, C++ , R , Octave    |         | 2019      | 2 Year(s) 0 Month(s) |
| Microsoft Azure        |         | 2019      | 1 Year(s) 0 Month(s) |
| Statistical Modeling   |         | 2019      | 1 Year(s) 5 Month(s) |

## Languages Known

| Language | Proficiency | Read | Write | Speak |
|----------|-------------|------|-------|-------|
| English  |             |      |       |       |
| Hindi    |             |      |       |       |
| French   | Beginner    |      |       |       |

## Affirmative Action

Category: General

Physically Challenged: No

## Work Authorization

US Work Status: Need H1 Visa

Countries: India

Job Type: Permanent

Employment Status: Full time