

SANJIL GUPTA

Business Technology Analyst

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Summary

A motivated and results-driven professional with 4 years of experience in business consulting, business analysis, business intelligence, and data warehousing, with a strong passion for data analysis and emerging technologies.

- Experienced in product development and designing key performance indicators (KPIs) to evaluate and drive product growth.
- Proven expertise in Salesforce effectiveness, sales operations, commercial analytics, and go-to-market (GTM) strategies. Solid exposure to business analytics modules such as incentive compensation, goal/target setting, sales crediting, eligibility processing, segmentation, and customer targeting.
- Proficient in tools and technologies including MySQL, VBA, Python, Power BI, Advanced Excel, and ServiceNow. Hands-on experience with project implementations, system upgrades, and acquisitions, including requirement gathering, analysis, development, testing, and post-deployment support.
- Skilled in leading and facilitating client interactions during requirement gathering, user acceptance testing (UAT), and regular status meetings.
- Actively involved in onboarding processes and conducted training sessions for new joiners within the organization.

Skills

AWS S3 • C/C++ • ETL • GitHub • HTML • Microsoft Excel • Microsoft Power BI • PostgreSQL • Power Query • PowerPoint • Python • Salesforce • SDLC • ServiceNow • VBA • Sales Operations • Stakeholder Management • Decision Analytics

Experience

Sanofi

Hyderabad

Senior Analyst

10/2024 - Present

- Managed the end-to-end Incentive Compensation (IC) process, ensuring accurate goal-setting and timely sales crediting for the salesforce.
- Utilized the ZICO tool (a combination of PostgreSQL and AWS) to process sales data, calculate incentives, and monitor performance metrics.
- Led the system backend of ZICO and served as the central point of contact for all MCO (Market Coordinating Office) operators regarding system enhancements and issue resolution.
- Led a team of two associates, providing strategic guidance and ensuring timely delivery of incentive calculations and sales crediting.
- Worked as part of the Data Readiness Squad to support stakeholders by documenting business use cases and assisting in drafting and maintaining Business Requirements Documents (BRDs) for vendor requirement gatherings.
- Streamlined IC processes by identifying areas for improvement and implementing best practices to enhance accuracy and operational efficiency.

ZS Associates

Gurugram

Business Technology Solution Associate

04/2021 - 10/2024

- Led a \$64M project overseeing full lifecycle of Incentive Compensation system design, from client requirements gathering to deployment across multiple country operators; developed BRDs and user manuals for clients.
- Advised on IC plans for over 20 sales teams with nearly 3,000 members, driving approximately \$2 billion in annual revenue across 40+ products throughout their lifecycle.
- Crafted customized IC strategies aligned with product market, maturity, and specialty to balance salesforce motivation with client budget and strategic goals.
- Maintained performance and insights dashboards while executing annual contests and incentive programs.
- Developed dynamic, parameter-driven SQL workflows in Javelin (ZS proprietary software), enabling a flexible IC system supporting diverse plans in 70+ countries.
- Automated reporting processes and generated actionable insights for a leading US pharmaceutical client.
- Produced performance summaries and compensation scorecards for multiple product portfolios covering 2,000+ salesforce members.
- Built automated input configuration and report distribution tools leveraging Excel and VBA, enhancing operational efficiency by 30%.
- Established and upheld Standard Operating Procedures (SOPs) and quality checklists to ensure consistent deliverable excellence.
- Engineered Goal Setting, Incentive Compensation, and Sales Restatement platforms from the ground up, cutting manual reporting effort by 70%.
- Supervised onboarding and performance review of 2 associates and 1 new Associate Consultant.
- Created project plans managing resource allocation and budget oversight.
- Authored test cases and user stories for the in-house reporting application, ZAIDYN.
- Coordinated three major product releases, resulting in a marked decline in client-reported issues.

Education

Guru Gobind Singh Indraprastha University
Bachelor of Engineering in Computer Science

New Delhi, India
08/2017 - 06/2021

Key Achievements



Academic Achievement

Gate Qualified - 2021 with a Score of
580 and achieved ALL India Rank - 2790

Interests



Personal Interests

Watching Sitcoms, Cricket, Travelling

Strengths



Work Ethic

Dedicated and committed towards work



Adaptability

Quick Learner and curious for exploring
new technologies



Attitude

Positive and 'never give up' attitude



Teamwork

Great team player and can work with the
team members harmoniously



Analytical Skills

Possesses good problem solving and
analytical skills



Crisis Management

Able to manage critical situations
efficiently, drawing on extensive
professional experience.