

SANJIL GUPTA

Business Technology Analyst

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Personal 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 or KPIs to evaluate and drive product growth.
- Proven expertise in Salesforce effectiveness, sales operations, commercial analytics, and go to market or GTM strategies. Solid exposure to business analytics modules such as incentive compensation, goal or 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 or UAT, and regular status meetings.

Academic Qualification:

- Guru Gobind Singh Indraprastha University, New Delhi, India 2017 to 2021
Bachelor of Engineering in Computer Science; CGPA: 9.00 out of 10

Technical and Soft Skills:

- Languages: Python, SQL, VBA, HTML, SQL.
- Skills: Stakeholder Management or Communication, Incentive Compensation, Root Cause Analysis, Scaled Insights Analysis, Product Management, SDLC, Agile Methodologies, Bias Business Decisions, Business Development, Design thinking, Leadership, Long term Planning
- Technical Skills: Postgres SQL, AWS S3, ETL Processes, Data Warehousing, Python, Power BI, Power query, PPT

Experience:

- **Senior Analyst- Sanofi Hyderabad** *Oct 2024 to Present*
Incentive Compensation or Salesforce Effectiveness and Reporting
 - Managed the end to end Incentive Compensation 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 referred to 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 or BRDs for vendor requirement gatherings.
 - Streamlined IC processes by identifying areas for improvement and implementing best practices to enhance accuracy and operational efficiency.
- **Business Technology Solutions Associate – ZS Associates, Gurugram** *Apr 2021 to Oct 2024*
Incentive Compensation or Salesforce Effectiveness and Reporting
 - 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 plus 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 which is a ZS proprietary software, enabling a flexible IC system supporting diverse plans in 70 plus 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 or 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 called ZAIDYN Field Incentive Reporting or ZFIR.
- Coordinated three major product releases, resulting in a marked decline in client reported issues.

Achievements:

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

Personal Strengths:

- Dedicated and committed towards work
- Quick Learner and curious for exploring new technologies
- Positive and 'never give up' attitude
- Great team player and can work with the team members harmoniously
- Possesses good problem solving and analytical skills
- Can manage critical situations in an efficient manner based on past professional experiences

Personal Vitae:

- Interest: Watching Sitcoms, Cricket, Travelling
- Language Spoken: English, Hindi