

# SHWETA DHAR

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## EDUCATION

- Carnegie Mellon University (Pittsburgh, USA)** December 2019  
Master of Information Systems Management, Business Intelligence and Data Analytics  
Relevant Coursework: Database Management, Unstructured Data Analytics, Statistics for IT managers, Advanced Business Analytics, Machine Learning for Problem Solving, Data Science for Product Managers
- Indira Gandhi Delhi Technical University for Women (New Delhi, India)** May 2016  
Bachelor of Technology, Computer Science and Engineering

## WORK EXPERIENCE

**ZS ASSOCIATES (New Delhi, India)** August 2016 - May 2018  
*Business Operations Associate*

- Ensured customer data integrity and delivery of high-quality data insights for a Fortune 500 pharmaceutical firm as a market insights SPOC for cross-functional teams from 10 countries
- Analyzed primary as well as secondary data using R, VBA and Advanced MS Excel Functions
- Coordinated with client and vendors for understanding their business requirements and carrying out ad-hoc analysis
- Automated the recurring processes using VBA, saving 1500 man-hours per annum (around \$40,000)
- Captured and analyzed KPI trends of drugs based on primary research (both Qual and Quant) on ~300 physicians
- Collaborated with my team to build the first ever ZS Shiny app for our client to help them track the performance of their products; allowed them to create segments on the go at their end, increasing satisfaction
- Forecasted the perceptions and usage of a \$2Bn drug, to assess its trends across multiple markets
- Mentored 5 new associates in the team to develop analytical models for tracking market performance of a \$10 Bn portfolio and created holistic on-boarding plans for smooth transition into projects
- Assisted in ideating and driving a firm-wide initiative to standardize quality checks across 20 ZS offices; resulted in error rate reduction by ~75% and improved efficiency by ~30% in a year

## SKILLS

- Technical: Python, SQL, Minitab, STATA, R, Jupyter, Tableau and MS Office (Advanced), JIRA
- Analytical: Market research, Segmentation, Data visualization

## ACADEMIC PROJECTS

**Product Adoption Rate using NLP, CMU (Pittsburgh, USA)** January – March 2019

- Analyzed posts pre/post launch of Samsung S8 and iPhone 8/8s/X to predict their adoption rate with 89% accuracy
- Extracted relevant features to perform Latent Dirichlet Allocation and built a LSTM model

**Database Capstone Project, CMU (Pittsburgh, USA)** August – December 2018

- Built a database in Oracle Express 11 for a car rental agency
- Generated analytical report solving real life problems designed by the instructor

**Crime Report, CMU (Pittsburgh, USA)** August – October 2018

- Developed a model aimed at optimizing security policies adopted by universities
- Used web scraping, API's to collect crime data of 50 universities and visualization libraries to present observations

**Emotion Recognition using Facial Expressions, IGDTUW (New Delhi, India)** January – June 2016

- Built a mood detector using analytical techniques, PCA, KNN and neural networks, in MATLAB
- Predicted the mood of a person with an accuracy of 80%

## ACHIEVEMENTS AND ROLES

- Awarded **ZS Impact award (2017)** under the category "Innovation through Collaboration" for developing the first ever ZS Shiny app for our client
- ZS Citizenship award (2017)** – Selected out of 3000+ employees, recognizing my contribution in the areas of education, rural development and tree plantation, for being actively involved in the CSR initiatives undertaken by ZS
- Led my team to 4<sup>th</sup> position amongst 104 teams in Quest-2016, the ZS hackathon for our predictive analytics model