

# Rushikesh Dudhat

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IIT (BHU) Varanasi | ZS Associates

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ACADEMIC PROFILE			
B.Tech (ME)	IIT (BHU) Varanasi	7.11/10	2017
Class XII	Narayana Junior College, Hyderabad	93.3%	2013
Class X	Free Methodist School, Yavatmal, Maharashtra	96.7%	2011

SKILLS AND INTERESTS	
Technical skills	C, Advanced Excel, PowerPoint, Sawtooth, basic Python programming and SQL
Areas of Interest	Statistics, Business analytics and Data science
Self-study Course	Bayesian Statistics – by University of California, Santa Cruz (online on COURSERA)

WORK EXPERIENCE		13 Months
ZS Associates	Decision Analytics Associate	Sept'17- Sept'18

Roles & Responsibilities	<ul style="list-style-type: none"><li>▪ <b>Market Research</b><ul style="list-style-type: none"><li>- Performed market research studies for two <b>\$40 Billion Fortune 500 pharmaceutical</b> clients</li><li>- Executed MR projects like conjoint analysis, demand estimation, forecasting and chart studies</li><li>- Conducted <b>statistical analysis</b> on <b>large data sets</b> to detect/calibrate noise and outlier(to <math>2\sigma \cdot \mu</math>)</li><li>- Scanned data for stat. significance(<b>t-test and p-test</b>) and derived <b>Confidence Intervals</b></li><li>- <b>Fully owned</b> the projects in terms of timelines, vendor/client communication and deliverables</li></ul></li></ul>
Projects	<ul style="list-style-type: none"><li>▪ <b>Conjoint Analysis</b><ul style="list-style-type: none"><li>- Designed and executed conjoint analysis to predict the impact of changing market dynamics (including competitor brands) in <b>upcoming 5yrs</b> on the market share of <b>\$20 Mn sales</b> product</li><li>- Derived the <b>weights</b> of attributes/levels of <b>~10</b> future market events with data set of <b>350+ MDs</b></li><li>- Created user-friendly <b>VBA-Excel</b> based <b>dashboard</b> for the clients to intuitively toggle across <b>150 permutations</b> of future market scenarios and get the impact on their product market share</li><li>- Updated the forecast model of the product with the annual revenue of <b>\$10 million</b></li></ul></li><li>▪ <b>Chart Study</b><ul style="list-style-type: none"><li>- Created and floated a survey to gather detailed information about a <b>\$5 Million sales</b> product</li><li>- <b>Rigorously analyzed</b> the primary and historical data set of <b>200+</b> respondents to gain insight into changes in the product <b>usage, perception and demand</b></li><li>- Delivered a wave over wave detailed analysis through <b>100+</b> slides PowerPoint presentation</li></ul></li></ul>

INTERNSHIPS & PROJECTS	
BK Birla Group	<ul style="list-style-type: none"><li>▪ <b>Summer Intern – Century paper Factory</b> <span style="float: right;">May'16-July'16</span><ul style="list-style-type: none"><li>- Proposed practical measures to optimize the power requirements of the <b>126</b> agitators in plant</li><li>- Derived an <b>empirical equation</b> to calculate the optimum power required to run the agitators and proposed a practical and easily achievable savings of <b>1 crore</b> to the company</li></ul></li></ul>
IIT (BHU)	<ul style="list-style-type: none"><li>▪ <b>Summer Intern - 3 axis CNC router with abrasive tool</b> <span style="float: right;">May'15-July'15</span><ul style="list-style-type: none"><li>- Designed and built a <b>low cost</b> (<b>~10% of market cost</b>), Arduino based <b>CNC router</b> for machining soft materials like Styrofoam. Manufactured using commonly available materials</li></ul></li></ul>

POSITIONS OF RESPONSIBILITIES	
IIT (BHU)	<ul style="list-style-type: none"><li>▪ <b>Vice-captain</b> of athletics team of IIT (BHU) and <b>events head</b> of Annual Sports festival</li><li>▪ Events head of AIRSHOW in annual Techno-management festival with <b>500+</b> participants</li></ul>

ACHEIVEMENTS & EXTRA CURRICULAR ACTIVITIES	
Academic & Technical	<ul style="list-style-type: none"><li>▪ Presented a <b>paper</b> on 'EEG for brain waves detection' and a <b>poster</b> on Institute day</li><li>▪ Awarded <b>1<sup>st</sup></b> prize out of <b>50</b> for MODEX(Innovations) competition in Techno-management festival</li><li>▪ Won a medal in <b>IMO</b> (International Mathematics Olympiad)</li></ul>
Sports & Social	<ul style="list-style-type: none"><li>▪ Represented IIT (BHU) in sports tournaments across most of IITs in Athletics events</li><li>▪ Runner up in division level football tournament in Maharashtra state</li><li>▪ Performed a nukkad(street play) to create social awareness in a slum area of Varanasi</li></ul>