Pratyush Adhikary

Decision Analytics Associate @ ZS Associates

Upcoming engineering graduate with a penchant for using numbers, frameworks and models to understand people and the world out there.

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EDUCATION

BTech
Vellore Institute Of Technology, Vellore
06/2018 - 05   *8.43*

AISSCE (CBSE 12th)
Kothari International School, Noida
04/2016 - 04/2018   *93.4%*

AISSE (CBSE 10th)
Kothari International School, Noida
04/2015 - 04/2016   *10 CGPA*

WORK EXPERIENCE

Decision Analytics Associate
ZS Associates
06/2022 - 05   *Bengaluru, India*

Working with ZS' VISTA Team (internally known as 'Advanced Quantitative Research') under ZS' Business Consulting vertical. VISTA is involved in a variety of market research projects. Tasks include- collaboration with stakeholders of the project in brainstorming sessions to formulate the creation of research surveys, development of market research design, modelling of results to facilitate analysis of survey responses, development of client-ready presentations. Other responsibilities-providing knowledge transfer session to new joiners.

Achievements/Tasks

- Product Conjoint in the Osteoarthritis Pain space: End-to-end execution of a project in the osteoarthritis space for one of the world's largest pharma companies
- Patient Conjoint in T1D space: End to end execution of a Demand Expansion Study for a leading US based Pharma company. Forecasted market share, demand, identified demand by various HCP and patient segments, drivers of demand overall and within subsegments, and its sourcing from existing therapies.
- Tools used- Excel, Powerpoint, Word, SAS, R.

Marketing Research Intern
STARQ Corp
12/2020 - 03/2021   *Remote*

Nidhi Prayas grant winning start-up with a social focus looking to solve the problem of affordable and portable cold storage for marginal farmers in India.

Achievements/Tasks

- Identified potential markets, involved in qualitative and quantitative market survey. Analyzed the data using various statistical and visualization methods. Presented final insights to the team.

SKILLS

Marketing   Strategy   Business Analytics   Excel
Powerpoint   Report Writing   Modelling

PERSONAL PROJECTS

Effective Number Of Languages By States (04/2021 - 04/2021)

- Used the inverse Herfindahl–Hirschman Index formula from Industrial Economics to calculate and visualize the effective number of languages by state from the Census data using Excel and Python

Image Encryption Using Flexible Representation Of Quantum Image (06/2020 - 11/2020)

- Worked in a 2 person team implementing S-box and FRQI methods to encrypt 4x4 images using IBMQ.

POSITION OF RESPONSIBILITY

Finance Chair, IEEE EMBS' International Students' Conference 2021 - Vellore (10/2020 - 03/2021)
Finance Chair Of IEEE EMBS' annual global conference hosted by VIT in 2021. Prepared budget and secured funding worth $1000 from IEEE EMBS Executive Office. Led team of around 80 people coordinating outreach, negotiating with publicity partners, reaching out, inviting and corresponding with speakers, guests, participants etc.

Coordinator, GraVITas (09/2020 - 11/2020)
Conceptualized and organized an event (Dr Data) in GraVITas, VIT Vellore's techno-management fest (India's 3rd largest college festival) in collaboration with GE Healthcare. Participants successfully learnt basic methods on Data Science and applied the same on healthcare claims data to compete for cash-prizes.

Coordinator, Spark, VIT Vellore (08/2018 - 01/2020)
Coordinator for Spark- ISA VIT's annual techno-management fest. Managed iHack, a 3 month long Hackathon. Coordinated with teams, managed the floor during finals with around 50 participants.

CERTIFICATES & ACHIEVEMENTS

ZS Campus Beats Finalist (Top 10) (03/2021 - 03/2021)
A national level case competition organised by ZS. Involved 48 hours of rigorous problem solving on cases on business consulting, business operations and technology.

Global Leadership Labs (08/2018 - 04/2019)
A semester-long certification program by VIT Business School in collaboration with FEPSI VIT.