

VARSHA SUNDARAM

Consultant, Business Analytics

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Business analyst with over 3.5 years' experience in a pharmaceutical market research company, with unparalleled motivation and leadership skills who also possesses a bachelor's degree in Electronics and Communication Engineering.

PROFILE SUMMARY

- Strategic and proactive thinker with an appetite for problem solving and willingness to learn
- Self-starter who does not require micro-managing and capable of handling multiple roles simultaneously
- Enterprising individual with good interpersonal skills and a diligent team leader / player

EXPERIENCE

October 2020 – Present **Consultant, ZoomRx Health Care Pvt. Ltd.**

Areas of expertise:

- Thorough knowledge of various indications and companies-products in the oncology space
- Product owner of the company-wide common oncology screener based on which nearly 25-30 projects function. Currently leading the taskforce into expanding this common screener to the immunology / inflammatory space
- Have experience working on projects in the breast cancer space, haematologic cancer space, gastrointestinal cancer, COPD, atopic dermatitis & asthma, and hypertrophic cardiomyopathy over the last 3.5 years
- Have experience working on multiple project types such as patient chart audit (PCA), awareness tracking and usage (ATU), promotional effectiveness tracking (PET), TPP testing and other qualitative studies

Key Responsibilities / Roles:

- Understand top pharma companies' business needs and design and execute custom market research studies
- Conceive different data analysis methods such as user segmentation (based on target list, MD/patient profile, prescription status - users vs. non-users, etc.), correlation and regression analysis as required by the problem statement
- Draw impactful insights through exhaustive storyboarding and thereby create strategic narratives for clients by building supporting decks

Additional Responsibilities:

- Help with business development by formulating proposals explaining the capabilities and expertise of ZoomRx
- Mentor a team of junior members on various projects and guide them through various steps involved in the life cycle of a project. Also, play the role of a professional development manager for few associates in the company
- Lead few internal initiatives to help improve ZoomRx's products and processes

April 2019 –
September 2020

Associate Consultant, Business Analytics *ZoomRx Health Care Pvt. Ltd.*

Responsibilities / Roles:

- Understand top pharma companies' business needs and assist in executing custom market research studies
- Propose and perform various analysis methods that aid in answering the clients' problem statements and represent them in the form of a concise, yet constructive, deliverable for the clients
- Work productively with team members across multiple projects simultaneously and produce high-quality deliverables

June 2017 –
March 2019

Associate, *ZoomRx Health Care Pvt. Ltd.*

Responsibilities / Roles:

- Work with teams from top pharmaceutical companies and understand their processes, business needs and data requirements.
- Program and deploy research surveys to targeted healthcare practitioners
- Craft custom analyses of complex, dynamic data, draw insights from this data and deliver recommendations to our clients.

EDUCATION

July 2013 –
May 2017

Bachelor of Engineering in Electronics and Communication,
SSN College of Engineering, Anna University
CGPA - 8.71/10

June 2012 –
March 2013

Class XII, *Bala Vidya Mandir, Sr. Secondary school, Adyar*
Percentage – 95.4%

SKILLS

Technical Skills:

- Microsoft Office (proficient) – Excel, PowerPoint, Word
- Google Software (proficient) – Google Sheets, Google Scripts, Google doc etc
- Tableau (intermediate) and SQL (intermediate)
- Basics of C and C++

Non-Technical
Skills:

- Good written and verbal communication
- Problem solving ability and critical thinking
- Team management, mentorship, and adaptability

Languages Known:

English and Tamil

Extracurricular
Skills / Hobbies:

- Electronic Keyboard (Instrument)
 - Completed six music grades in electronic keyboard conducted by Trinity College of Music, London
- Baking