

# VINAYAK SINGH CHAUHAN

Gurugram, HR | vinayak\_chauhan@outlook.in | linkedin.com/in/chauhanvinayak/

## PROFESSIONAL OVERVIEW

Dedicated and performance-focused analyst with a proven track record of delivering actionable insights and strategic recommendations in fast-paced environments. Possessing a keen eye for detail coupled with strong analytical skills, I excel in synthesizing complex data sets to drive informed decision-making. With a background in life sciences and digital marketing industries, I bring a multifaceted perspective to analysis, enabling me to uncover valuable opportunities and mitigate risks effectively.

## WORK EXPERIENCE

### Associate, Decision Science

May 2022 – June 2024

Axtria

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- Leveraged historical data to make informed predictions about HCP writing behaviors. Employed algorithms to analyze patterns within data to generate insights, forecast trends, and guide decision-making which improved the sales volumes.
- Worked on patient data analytics which involved the systematic analysis of healthcare data to extract meaningful insights, improve clinical outcomes, enhance patient care, and optimize healthcare delivery. This impacted the decision making to maximize drug promotions.
- Analyzed the effectiveness of marketing efforts in driving prescription volume, brand awareness, and physician behavior using MMM to optimize the marketing mix, allocation of resources efficiently, and maximize return on investment (ROI).

### Manager - Programmatic Operations

Dec 2021 – Mar 2022

GroupM

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- Developed programmatic advertising strategies aligned with marketing objectives, target audience, and budget constraints to run impacting campaigns.
- Administered and optimized programmatic advertising platforms, including demand-side platforms (DSPs), supply-side platforms (SSPs), and ad exchanges.

### Business Analyst

Nov 2020 – Nov 2021

Merkle Sokrati

Pune, MH

- Led a team of 10 members to deliver high performance campaigns.
- Analyzed campaign performance data to identify trends, insights, and opportunities for optimization.
- Monitored campaign performance in real-time and make data-driven decisions to adjust bidding strategies, creative assets, and targeting parameters.

## PROJECTS

### Server-less Application on AWS Cloud Platform

The project aims to develop and deploy a serverless application on the Amazon Web Services (AWS) cloud platform. Leveraging AWS's serverless services, the application provides scalable, cost-effective, and resilient functionality without the need for managing infrastructure. The project follows best practices for serverless architecture, including event-driven programming, microservices design, and infrastructure as code (IaC) principles.

## EDUCATION

### University of Petroleum and Energy Sciences

Jul 2017 – Jun 2021

#### B.Tech (Hons.) Computer Science, Cloud Computing and Virtualization Technology

Dehradun, UK

Learned about various deployment and delivery models of cloud computing along with core Computer Science subjects.

Built various projects as part of the curriculum.

Took part in co-curriculum activities and headed various positions of responsibility.

### Delhi Public School

Jun 2017

#### Senior Secondary, CBSE

Jaipur, RJ

## SKILLS

- |             |                                |                    |                        |
|-------------|--------------------------------|--------------------|------------------------|
| – AWS       | – Data Analysis                | – Collaboration    | – Predictive Modelling |
| – MS-Office | – Strategic Thinking           | – GenAI            | – PowerBI              |
| – Python    | – Verbal & Presentation Skills | – Machine Learning | – Adaptability         |
| – SQL       | – Problem solving              | – Marketing Mix    | – Attention to Detail  |