



KSHITIJ GUPTA

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Summary

Strategy and analytics consultant with nearly 7 years of experience leading global pharma and retail engagements across marketing, forecasting and AI/ML. Managed 15+ member teams, built scalable solutions and shaped multimillion-dollar decisions.

Professional Experience

Decision Analytics Consultant | ZS Associates | Gurugram

- Led ~4 concurrent engagements and cross-functional teams of 15+ members, owning end-to-end delivery and translating complex analytics into recommendations and investment decisions for senior global pharmaceutical and US retail clients.
- Led a full-scale retail analytics partnership spanning data setup, KPI design, marketing-mix modelling and budget optimization; the pilot expanded into a year-long engagement valued at approximately \$1M.
- Led marketing-mix and optimization work for a novel oncology therapy, managing two teams of approximately five members each and contributing to approximately \$500K in subsequent ZS pipeline revenue.
- Built journey-based Next Best Action analytics using Markov Chains and removal effects for a brand with approximately \$1.5B annual revenue, enabling channel-sequence optimization.
- Supported business development through proposals, solution design, staffing, scope discussions; contributed to firm capability-building and knowledge-management initiatives and conducted 15+ interviews for Associate and Associate Consultant roles.

Decision Analytics Associate Consultant | ZS Associates | Gurugram

- Managed two projects in parallel, mentored 1–2 Associates, reviewed analytical outputs and coordinated timelines, quality checks and client-ready delivery.
- Designed a hospital-level propensity-to-buy and market-potential model using NHS and historical activity data, supporting prioritization decisions linked to approximately £8M in revenue.
- Built geography-level sales forecasts using ARIMA/SARIMA, LSTM, Linear Regression, Random Forest and XGBoost; created a multi-metric model-selection framework and a Streamlit application later used across markets.
- Developed a hybrid rule-based and predictive channel-preference framework with >80% out-of-sample accuracy that helped in improving engagement efficiency by approximately 24%.

Decision Analytics Associate | ZS Associates | Gurugram

- Executed data processing, advanced analytics, quality control and visualization across international pharmaceutical engagements, using SQL, Python, R, Excel and Tableau.
- Automated a legacy R-based data pipeline in SQL, reducing end-to-end processing time from approximately five days to three minutes and creating a repeatable workflow for refresh cycles and multiple teams.
- Developed network-based stakeholder mapping using event, publication and affiliation signals; identified the Top 20 KOLs and built network maps and Tableau dashboards to support launch and engagement planning in an approximately \$230M market.
- Performed US hemophilia patient profiling using survey and claims data, hypothesis testing, decision trees and Latent Class Analysis; translated four patient personas into targeting and messaging implications.

Education

B.Tech. (Computer Science Engineering) | *Maharaja Agrasen Institute of Technology* | New Delhi, India

Accomplishments and Awards

- Secured second place in a firm-level hackathon by leading the development of a model- and data-drift monitoring framework
- Co-authored two peer-reviewed AI/ML research papers published in internationally recognised Elsevier and Wiley journals
- Elected Career Affairs Secretary for IIM Ahmedabad's PGPM21 cohort of approximately 160 experienced professionals

Co / Extra-curricular

- Mentored 20+ underprivileged students over four years through academic planning, career guidance and confidence-building support under ZS Cares
- Led social-impact initiatives as Core Organiser at Leaders For Tomorrow, coordinating large-scale cleanliness and plantation drives