



KSHITIJ GUPTA

E-Mail: x26kshitijg@iima.ac.in

Mobile: +918826889341

LinkedIn: www.linkedin.com/in/kshitij-gupta10/

Summary

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

Professional Experience

Decision Analytics Consultant | ZS Associates | Gurugram

- Managed 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.
- Drove 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 over 15 interviews for Associate and Associate Consultant roles.

Decision Analytics Associate Consultant | ZS Associates | Gurugram

- Managed two parallel projects, mentored 3-4 Associates, reviewed analyses and coordinated timelines, quality and client 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 haemophilia 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

- Received the firm-level "Star of the Month" award twice within six months in a ~200-member client space building a solution that helped the client prioritize hospitals and commercial opportunities linked to ~£8M in revenue.
- 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 PGX21 cohort of approximately 160 experienced professionals.

Co / Extra-curricular

- Helped set up and grow the family bakery from ~₹1.5L to ~₹4L monthly revenue through business planning, process improvement and business development.
- Mentored 20+ underprivileged students over four years through academic planning and career guidance support under ZS Cares.
- Performed as lead vocalist with the ZS Music Club at multiple firm-wide/internal events and employee engagement programs.
- Led social-impact initiatives as Core Organiser at Leaders For Tomorrow, coordinating cleanliness and plantation drives.