

SARTHAK CHAUDHARY

MARKET RESEARCH AND INSIGHTS CONSULTANT

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Results-driven Strategy Consultant with a strong track record of 5.5 years in **primary market research and consumer insights**, driving informed decision-making for the Pharmaceutical and Health Insurance sectors. Experienced in **designing and executing research projects**, collecting and interpreting data, and translating findings into **strategic recommendations** that empower clients to make sound, growth-oriented choices.

EXPERIENCE

ZS Associates

Dec 2018 - Present

Decision Analytics Consultant

- Led a high-impact portfolio of Primary Market Research Projects valued at over USD \$1 million for an oncology product which included assessing market share dynamics and identifying key drivers and barriers to product usage through an online survey for physicians. Delivered actionable consumer insights that informed and optimized marketing strategies, contributing to enhanced market positioning and growth
- Led a team of 5+ members to assess marketing campaign headlines through in-depth interviews with over 20 physicians, and successfully identifying the most impactful headline
- Utilized an array of advanced regression models, including the Shapley Value Regression Model, Logistic and Linear Regression on physician survey responses to discern the pivotal factors influencing their treatment choices for an oncology product
- Successfully created a customer journey map for launch of a rare disease drug by interviewing patients and physicians, uncovering unmet needs and delivering strategic recommendations to effectively address them
- Partnered with a prominent global pharmaceutical client to establish a distinct segment of pharmacists, leveraging Decision Trees and Multiple Linear Regression to unveil the differentiating attributes influencing pharmacists' decisions to recommend and administer vaccines
- Designed an action plan to improve the efficacy of future retention programs for a large US insurance company by extracting key insights from their call center data concerning members leaving their insurance plan and pharmacy
- Championed the development and global adoption of ZS's proprietary Quantitative Market Research Analysis tool, resulting in streamlined processes and cost savings across ZS teams worldwide

UPGRAD

Jan 2018 - Jun 2018

Intern

- Primarily responsible for Marketing an UPGRAD program by running Facebook campaigns for webinars and workshops to increase awareness of the product, eventually resulting in an increase in enrolments by 50%

SKILLS

Business Skills - Market Research, Customer Insights, Research Techniques, Quantitative Research, Qualitative Research, Survey Design, Growth Marketing, Project Management, Storytelling, Secondary Research

Tools - Microsoft Excel, Microsoft PowerPoint, SQL, PowerBI

EDUCATION

Bachelor of Engineering (B.E.) - Software Engineering

Jul 2014 - Jun 2018

Thapar Institute of Engineering and Technology

ACHIEVEMENTS

- Among top-performing 5% of ZS Market Research team members, achieving a promotion within 2 years
- Honored by the ZS leadership team for delivering impactful solutions to clients, effectively addressing complex business challenges