Aman Shrivastava

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SUMMARY

- 5+ years of rich experience in **Business Intelligence, Data Analytics & Insights, Commercial Execution Management, Multi-Channel Marketing, Cross Channel/Omni Channel Marketing, HCP CRM System Analysis (Fulfillment Campaings), Field Force Activities(Rep Driven), Integrated Reporting** and **Agile Project Management** in **Lifesciences** and **Healthcare** domains
- Accomplished experience in conducting digital analytics on **Marketing Channels** such as **Paid Search, Social Media**(Facebook, LinkedIn), **Digital banners**(Programmatic, Targeted, Broad), **Email Campaigns** (Mass emails, RTEs, Enewsletter), **Organic Search** and **Digital analytics** (Traffic drivers)
- Possess comprehensive knowledge of BI reporting tools such as **Qlik Sense, Qlikview, Google data studio,** Data analysis tools such as **Alteryx, DataIQ, Tellius** and **SQL**

PROFESSIONAL EXPERIENCE

Senior Business Analyst - Novartis Healthcare   12/2019 - Present

- Responsible for end-to-end **project management**, **resource onboarding** and leading multiple client engagements by liaising as a **Business Analyst** for multiple Lifesciences projects across geographies
- Subject matter expert on **Multichannel analytics – Traditional, Digital Campaigns** and **RTEs**
- Developed and maintained **knowledge repositories** that captures qualitative and quantitative reports of brands, disease areas and macroeconomic trends of Novartis operating markets
- Provided **analytics support** to Novartis internal customers (CPOs & Regional marketing and sales teams) on various high complexity analytical reports
- Led the conceptualization and implementation of **integrated dashboards** for brand specific sales & activities
- Involved in conducting detailed **impact analysis** across top 11 global countries by leading a team of analysts
- Actively contributed in responding to RFPs through **capability presentations**, **project scoping** and **effort estimations**; successfully generated new business worth **$0.5M** in **FY19-20**

Business Analyst - Novartis Healthcare   07/2018 – 12/2019

- Provided **Data Engineering** and **Reporting support** on Multi Channel Engagement projects for different pharma brands
- Conceptualized and Designed Qlik Sense based **Incentive Control Simulator** for the **UK Pharma** field force to simulate and view incentive related information with sales target mapping
- Implemented a **3-tier dashboard architecture**, connected Qlik Sense application directly to various SQL and web-based databases, and developed **hierarchy-based access control** on various Qlik applications

Programmer Analyst – Cognizant Technology Sol.   12/2015 – 06/2018

- Harmonized international **data warehouse implementation** of commercial data for leading healthcare client
- Reduced implementation time for future area/affiliate needs by **establishing Governance structure**
- Analyzed **Veeva CRM data using SQL Queries** and integrated data tables with Qlik Sense to create dashboards for monthly reports
- Developed **QVD Generator**, **back-end Qlikview application** that extracts data from Presentation Layer objects and delivers the same result set into the QVD Store as QVD files
- Wrote a **White Paper** on Qlik Sense - **Attribute Based Access Control in Qlik Sense using Security Rules**

PROJECTS

Entresto Multichannel Engagement Tracker

- Developed a robust one-stop solution for US Entresto Digital analytics team to provide a holistic picture of entire multi-channel activities aimed at consumers and HCPs
- Qlik Sense based dashboard includes 32 views comprising of 15 channels and 30 plus unique KPIs consolidated from multiple different agencies, holistically covering entire digital footprint of Entresto in US

- **Analyzed live data feeds** from google analytics to perform deep dive analysis of individual channel performance by monitoring sessions, users, page views, events and goals reported
- Provided **actionable data-driven insights** to **brand team** on campaign optimization and course correction
- Performed **cohort analysis**, **message adoption analysis** and **RFM analysis** to understand HCP engagement through various digital campaigns on the content shared for developing easy targeting strategy
- Managed media agencies, internal and external partners for **design thinking workshops**, business knowledge transfer, data delivery process set up and KPI validation

Global EM NEXT Tracker for Established Medicine - Galvus and Voltaren Group
- Created one stop solution for global **Established Medicine** brand team to **track, analyze and course correct** global and country run promotions (Rep driven and Non-Personal promotions)
- Qlik Sense based **platform reports analytics of 15 countries, 10+ unique promotional channels, 10 views, 20+ unique KPIs**
- Managed stakeholder engagement, country on-boarding setup and alignment with the KPIs

HONOR AWARDS

- Recieved '**R&R award'** for contribution in Innovation Hub, a team acting as a catalyst to drive innovation in I&A (Insights and Analytics), contributed in creating the detailed idea lab plan for the entire year, which included brain storming various initiatives that can be conducted at an I&A level to bring new innovation ideas
- Conferred on '**Above and Beyond (1/50)'** award for Entresto multichannel engagement project as the most promising project
- Received '**R&R award'** for contribution in Pharma Unbranded and Branded project
- Received a **fast track promotion** from analyst to senior analyst in 15 months (against an average of 24 months)

EDUCATION

Course	Institution	Year	Grade
Bachelors of Technology	*Jaypee University of Engineering and Technology*	2015	79%
HSC	CBSE	2011	68%
SSC	CBSE	2009	75%

SKILL HIGHLIGHTS

Analysis and Visualization : Qlik Sense, Qlik view, Google Analytics, Google Data Studio, Linkedln Campaign Manager

Data Analysis and Data wrangling : Alteryx, SQL, DataIQ, Tellius

Data Bases : My SQL, Oracle, Hive

PERSONAL INFORMATION

- Nationality   - Indian
- Language   - English, Hindi
- Current Location   - Hyderabad, India