

Rohan Shah

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Client-facing analyst with 1.5+ years of experience using performance data to identify growth opportunities and support commercial decision-making for BFSI clients. Led client performance reviews and translated analysis into commercial recommendations at Performics. Currently pursuing an MSc in Business Analytics, complemented by independent strategy projects across market entry, growth and acquisition evaluation.

Education

MSc Business Analytics | Queens University Belfast, GIFT city, India campus | Jan'2026 - Jan'2027

- Coursework in Data Mining, Marketing Analytics, Advanced Analytics & Machine Learning, Data-Driven Decision Making, and AI in Business & Society.

Post Graduation certification in Digital Marketing | IIDE- The Digital School | July'2023 - June'2024

- Applied performance analysis and data interpretation to digital marketing case studies across customer acquisition and campaign effectiveness.

Bachelors in Business Administration (BBA) | Navrachana University | July'2020 - June'2023

- Relevant coursework: Business Strategy, Quantitative Techniques and Financial Management.

Experience

Analyst, Biddable Media | Performics | July'2024 - Jan'2026

- Managed ₹1Cr+ in monthly media spend across BFSI clients, analysing performance and identifying opportunities to improve acquisition efficiency and customer quality.
- Diagnosed acquisition, conversion and quality-user trends to identify growth drivers, performance gaps and optimisation opportunities.
- Built Excel-based analyses and translated findings into client presentations, recommendations and prioritised actions.
- Led client performance reviews, aligning internal and external stakeholders on priorities, actions, timelines and delivery dependencies.
- Contributed to an e4m Silver award-winning campaign that delivered 3.8x growth in quality-user acquisition.

Trainee Analyst, Biddable Media | Performics | April'2024 - July'2024

- Supported performance analysis, reporting and client-review materials for BFSI accounts, coordinating inputs to deliver accurate and timely outputs.

Independent Strategy Case Studies

Self-initiated case studies developed independently; no affiliation with the companies analysed.

Greggs India Market Entry Strategy

- Sized the \$27.8B Indian QSR market and narrowed it to a \$25M three-year pilot opportunity using TAM/SAM/SOM analysis.
- Assessed consumer segments, competitors and market attractiveness to identify whitespace and positioning opportunities.
- Recommended a franchise-led entry strategy supported by pricing, localisation, rollout planning and a three-scenario financial model.

Ola Electric × Log9 Materials

- Evaluated a potential distressed battery-technology acquisition through strategic-fit, synergy and commercial assessment.
- Developed an indicative ₹80–120Cr valuation range and assessed potential value-creation opportunities.
- Built a 36-month integration roadmap covering implementation priorities, synergy capture and key execution risks.

TCS: Converting AI from Threat to Growth Engine

- Benchmarked TCS against Infosys, Cognizant and Accenture across commercial performance, workforce, delivery capabilities and competitive positioning.
- Assessed competitive strengths, strategic gaps and AI-led commercial growth opportunities through secondary research.
- Developed a sequenced three-year roadmap translating findings into strategic priorities and implementation actions.

Skills and Tools

Strategy & Analysis: Market Sizing (TAM/SAM/SOM) | Competitive Analysis | Market Entry | Growth Strategy | Commercial Analysis | Acquisition Evaluation

Tools & Delivery: Excel | PowerPoint | Tableau | Power BI | Client Presentations | Stakeholder Management