

Rohan Shah

Business Strategy | Business Analytics | Commercial Growth & Operations

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Business strategy and analytics professional with nearly 2 years of experience at Performics (Publicis Groupe), combining commercial analytics, strategic problem-solving, growth strategy, and operational execution. Contributed to 3.8× growth in quality-user acquisition while supporting monthly marketing investments of up to INR 1.5 crore. Experienced in data-driven decision-making, stakeholder management, strategic partnerships, process improvement, and cross-functional collaboration. MSc Business Analytics candidate with capabilities in market research, financial modelling, business optimisation, and strategic planning.

WORK EXPERIENCE

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

- Analysed commercial performance, customer behaviour, acquisition funnels, and market opportunities across multi-channel marketing initiatives, supporting monthly budgets of up to INR 1.5 crore.
- Contributed to 3.8× growth in quality-user acquisition through performance analysis, audience segmentation, growth experimentation, and data-driven recommendations.
- Evaluated customer acquisition costs, conversion rates, campaign ROI, and channel performance to optimise resource allocation and support strategic decisions.
- Independently established a new acquisition channel, managing vendor identification, partnership negotiations, strategic planning, execution, and performance evaluation.
- Improved operational efficiency by implementing a standardised campaign labelling framework, streamlining recurring workflows and reducing repetitive activities.
- Presented business insights and strategic recommendations to client stakeholders, influencing decisions and coordinating with cross-functional teams to deliver measurable outcomes.

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

- Supported business performance reporting, KPI analysis, budget monitoring, campaign planning, A/B testing, and operational optimisation across digital acquisition channels.

STRATEGY CASE STUDIES | *Self-initiated case studies developed; no affiliation with the companies analyzed.*

- Greggs | India Market Entry Strategy:** Developed TAM/SAM/SOM, competitive benchmarking, pricing strategy, three-scenario financial modelling, and phased go-to-market recommendations.
- Ola Electric × Log9 | Strategic Acquisition:** Evaluated strategic fit, technology capabilities, acquisition synergies, and long-term competitive positioning.
- TCS | AI-Led Growth Strategy:** Developed a three-year AI transformation roadmap evaluating commercial opportunities, competitive differentiation, and implementation priorities.
- Blinkit | Customer Segmentation & Growth:** Identified four customer segments through behavioural analysis; recommended targeted positioning, acquisition, and monetisation strategies.
- Uber | Operational Efficiency:** Applied root cause analysis, Fishbone, and 5 Whys frameworks to identify operational bottlenecks and recommend process improvements.

EDUCATION

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

- Coursework: Data-Driven Decision Making, Advanced Analytics & Machine Learning, Data Mining, Marketing Analytics.
- Dissertation: How Indian F&B brands can leverage strategic factors to scale growth.
- CMI Level 5 certification (in progress).

Post Graduation certification in Digital Marketing | IIDE- The Digital School | July'2023 - June'2024 | 78%

- Applied digital marketing strategy, growth marketing strategies, SEO strategies, campaign analytics, customer acquisition, and performance measurement.

Bachelors in Business Administration (BBA) | Navrachana University | July'2020 - June'2023 | 7.16 CGPA

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

SKILLS

- Strategy & Consulting:** Business Strategy | Strategic Planning | Market Research | Competitive Analysis | Market Entry | Go-to-Market Strategy | Financial Modelling | Scenario Analysis | Structured Problem-Solving
- Business & Commercial Analytics:** Data Analysis | Business Intelligence | KPI Analysis | Customer Segmentation | Performance Measurement | Funnel Analysis | Growth Strategy | ROI Analysis | Data-Driven Decision-Making
- Operations & Leadership:** Strategy & Operations | Process Improvement | Operational Efficiency | Project Ownership | Strategic Partnerships | Vendor Negotiation | Stakeholder Management | Cross-Functional Collaboration
- Tools & Technology:** Microsoft Excel | Power BI | Tableau | AppsFlyer | Google Ads | Meta Ads Manager