Rohan Shah

Business Strategy | Business Analytics | Commercial Growth

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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 exceeding INR 1.5 crore. Experienced in data-driven decision-making, stakeholder management, strategic partnerships, process improvement, client management, and cross-functional collaboration. Pursuing MSc Business Analytics with capabilities in market research, financial modelling, business optimization, and strategic planning

WORK EXPERIENCE

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

- Analyzed commercial performance, customer behavior, acquisition funnels, and market opportunities across multi-channel marketing initiatives, supporting monthly budgets exceeding INR 1.5 crore.
- Influenced 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 optimize resource allocation and support strategic decisions.
- Established and managed 4+ new acquisition channels, managing vendor identification, partnership negotiations, strategic planning, execution, and performance evaluation.
- Improved operational efficiency by implementing a standardized 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

- Facilitated business performance reporting, KPI analysis, budget monitoring, campaign planning, A/B testing, and operational optimization 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 and Log9 | Strategic Acquisition:** Evaluated strategic fit, technology capabilities, acquisition opportunities, 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

EDUCATION

MSc Business Analytics | Queen's University Belfast | 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.

Bachelor 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 | PowerPoint | Power BI | Tableau | AppsFlyer | Google Ads | Meta Ads Manager