

MOHIT SHUKLA

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SUMMARY

Commercial analytics leader with 5+ years helping life sciences brand, sales, and marketing teams turn secondary data into revenue decisions. Pairs core commercial analytics (brand performance, patient analytics, forecasting, and field-force effectiveness) with hands-on GenAI, agentic, and Voice AI builds that put insight directly in the hands of field teams. A trusted partner to VP- and C-level stakeholders across 12+ pharma brands, known for turning complex IQVIA, claims, and specialty-pharmacy data into clear, commercially grounded narratives.

CORE EXPERTISE

Brand & Performance Analytics | Patient Analytics (journey, source of business, lines of therapy) | Forecasting & Demand | Field-Force Effectiveness (IC, targeting, alignment) | Omnichannel & Next-Best-Action | Secondary Data (IQVIA, Symphony, claims, specialty pharmacy) | GenAI / Agentic / Voice AI | SQL | Python | Snowflake | Tableau | Power BI

PROFESSIONAL EXPERIENCE

Manager, Commercial Analytics & AI (Life Sciences)

WNS (part of Capgemini) · Mar 2026 - Present

- Strategic analytics partner to brand, sales, and marketing leaders across a multi-brand portfolio; built the KPI and insight layer (30+ standardized metrics) that 2,000+ field users and VP stakeholders rely on, cutting reporting cycles 40% and supporting \$200M+ in tracked brand revenue.
- Lead secondary-data analytics across IQVIA (Xponent, NPA, DDD), claims, and specialty-pharmacy feeds; size patient segments, map source of business, and surface HCP- and territory-level opportunities that reshaped field targeting for 3 brands, and partner with forecasting on demand-based sizing and market-share trends feeding revenue projections.
- **Agentic AI:** designed an "InsightDoc" workflow (Copilot Studio + Power Automate) that auto-generates structured commercial reports with 58 content controls and dynamic KPI tables, cutting manual document work ~90% (~\$180K/yr of analyst time).
- **Voice AI:** built and deployed voice-to-CRM agents for field teams that log HCP interactions, next steps, and competitive intel by voice in ~60 seconds with built-in compliance checks, cutting post-call admin ~70% and raising CRM data completeness to 95%+.
- **AI copilot:** integrated Power BI Copilot for natural-language territory analytics, cutting rep-to-insight time 60% with no technical training required.
- Manage data vendors and a 4-analyst pod, owning methodology, quality standards, and FDA-compliant delivery across regulated programs (100% error-free submissions).

Senior Consultant, Commercial & Brand Analytics (Life Sciences)

WNS (part of Capgemini) · Mar 2022 - Mar 2026

- Lead analyst across 12+ pharma sales programs for clients including Eli Lilly, Regeneron, Pfizer, Sanofi, Eisai, and BMS, spanning oncology, hematology, ophthalmology, and metabolic brands.
- Built brand-performance, gap-to-goal, and field-effectiveness dashboards (Tableau, Power BI) adopted by 5+ commercial clients; standardized 30+ KPIs and tripled active executive engagement.
- Stood up incentive-compensation and targeting analytics (alignment, call planning, share-of-voice) that informed quota setting and field deployment across sales teams.
- Automated Python and SQL validation and reporting pipelines, cutting manual effort 50% and removing recurring work worth ~\$300K/yr across accounts.

Analytics Consultant (client: Johnson & Johnson)

Turnberry Solutions · Mar 2021 - Mar 2022

- Built 7+ Tableau dashboards and SQL data marts on a Snowflake migration, cutting analysis cycle time 30% and scaling the active user base from 300 to 1,200+.

EDUCATION

M.S., Information Technology & Analytics (Data Science) – Rutgers University, New Jersey | 2020 | GPA 3.7

B.E., Electronics Engineering – University of Mumbai, India

TECHNICAL SKILLS

Data & vendors: IQVIA (Xponent, NPA, NSP, DDD), Symphony Health, claims/LAAD, specialty pharmacy, Veeva, Salesforce

AI & BI: GenAI, agentic AI (Copilot Studio, Power Automate), Voice AI, Power BI (Copilot), Tableau, Spotfire, Qlik, Microsoft Fabric, Alteryx

Programming & cloud: SQL, Python, DAX, Snowflake

Therapeutic areas: Oncology, Hematology, Ophthalmology, Immunology, Bone Health