



## Decision Analytics Associate at ZS

**ZS Associates** ([www.zsassociates.com](http://www.zsassociates.com)) ZS is the world's largest firm focused exclusively on helping companies improve overall performance and grow revenue and market share, through end-to-end sales and marketing solutions – from customer insights and strategy to analytics, operations and technology. More than 5,000 ZS professionals in 22 offices worldwide draw on deep industry and domain expertise to deliver impact for clients across multiple industries

**ZS' India Capability and Expertise Centers** house more than 60% of ZS people across two locations based in Pune and Gurgaon. Our teams work in conjunction with onshore colleagues to deliver our sales and marketing projects to our clients. The Centers primarily support client projects based in North America, Europe and East Asia in the areas of Business Analysis, Business Operations and Business Technology.

**ZS Associates' Business Consulting group** delivers solutions to a broad spectrum of marketing and sales challenges. We also help our clients transform their marketing and sales organizations to implement these solutions. Our solutions and recommendations are based in rigorous research and analysis underpinned by deep expertise and thought leadership

### Job Description

Decision Analytics Associate are active participants in creating and delivering solutions for our clients and project teams. DAAs leverage their analytic skills to derive insights and solve problems. In particular, DAAs employ advanced analytic techniques in areas such as modeling, simulation and optimization.

**As a Decision Analytics Associate**, you will have opportunities in many areas, such as:

- Develop advanced statistical models that relate marketing or sales activities to financial results
- Simulate the impact of a client's future marketing or sales activities on their future real- world results
- Leverage optimization techniques to guide clients and ZS teams to the best decisions Design custom analysis tools in applications such as Visual Basic, MS Excel, MS Access, SAS and ZS proprietary software
- Synthesize and communicate results to clients and ZS teams Collaborate with client and ZS teams to implement solutions Gain immediate responsibility for project deliverables
- Take initiative to advance your analytic and problem solving skills and train others at ZS



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## Awards and accolades received by ZS in India

*ZS in India ranks 13 in the Dream Companies To Work For list by Times Ascent and WHRD*

*SHRM: ZS emerged as Runners-up in two categories "Excellence in Social Media People Practices" and "Employer With Best Employee Health and Wellness Initiatives" at the prestigious SHRM 2016 Annual Awards.*

*LinkedIn ranked ZS as 21st most sought after company in India to Hire and Retain Talent.*

*Jombay recognized ZS as amongst the best ten organization in India that reflect the firm culture of collaboration, borderless environment and a conducive high energy environment through office spaces.*

*Poets & Quants listed ZS as one of the topmost employers of choice for MBA students based on a study by Transparent MBA. ZS also earned the fourth highest job satisfaction rating from current and recently graduated MBAs in a ranking of 32 companies*

*Times Ascent: ZS in India recognized as a "Dream Company To Work For" in India and ranked 13 out of 400 companies by Times Ascent and World HRD Congress*

*ZS Recognized as a Top 10 Analytics Solution Provider*