Ashna Gupta <u>ashna.gupta@asu.edu</u>

Tempe, AZ, 85281 (623) 275-2268 <u>LinkedIn | Portfolio</u>

EDUCATION

W. P. Carey School of Business, Arizona State University, Tempe, AZ

August 2024 – May 2026

Master of Business Administration (STEM)

- Forte Fellow
- Merit Scholarship Recipient

Punjab Engineering College, India

August 2016 – August 2020

Bachelor of Technology, Electronics & Communication Engineering

• Merit Scholarship recipient over 4 consecutive years

PROFESSIONAL EXPERIENCE

United Airlines, India

July 2022 - June 2024

Analyst, Inventory Management

- Spearheaded a team of 8 to reduce processing times through data analysis for procurement exceptions by 91%, improving sourcing strategies and ensuring adherence to compliance policies by supporting cross-functional supplier engagements
- Saved \$5.2M in inventories and reduced out-of-service incidents by 19% across EU, APAC and Canada by factoring demand analysis and supplier prioritization, devising alternate funding strategies and prioritizing orders in global purchasing
- Boosted service levels by 8% through developing data-driven lean inventory transformation model, identifying supply order opportunities for not-in-stock parts across inventory touchpoints
- Enhanced inventory allocation accuracy by 12% through development of Tableau dashboard which is actively utilized by a 150-member team, providing visibility on inventory levels and procurement KPIs
- Improved supply chain responsiveness by 23% and reduced lead times by 18% through resolving 2,000+ operational support requests and development of forecasting model, supporting timely procurement
- Facilitated series of people initiatives by coordinating 10+ team-bonding events, curating 10+ newsletters, organizing 3 leadership visits and more, boosting engagement among 80+ team members

ZS Associates, India

September 2020 – July 2022

Associate, Insights & Analytics

- Identified key business insights that drove 13% profitability uplift for a US-based Fortune 500 pharmaceutical client by developing 7 Tableau dashboards, enabling executives and sales representatives to make data-driven decisions
- Led targeting project with team of 5 that improved salesforce effectiveness by 20%, optimizing the outreach efforts of 350+ sales reps by identifying 29,000 high-potential physicians and delivering 900+ comprehensive market intelligence reports
- Expanded market share of \$10B MedTech client by 5% by leveraging historical Healthcare Market Research Databases of major competitors and enabling agile marketing strategies
- Managed team of 3 and attained 40% improvement in response times by analyzing over 750+ Ad Hoc requests on business intelligence tools with next-day delivery of briefings, earning ZS's prestigious 'Tangible Impact Award'
- Raised employee satisfaction by 34% and slashed down attrition rates by 16% by piloting 'Women in Leadership', 'Work Life Balance', and 'Mentor-Mentee' initiatives for 70+ team members
- Enabled 41% enhancement in data-driven decision-making for ride-sharing services by identifying key metrics and developing Tableau dashboard to track Wheelchair Accessible Vehicles for a Pro Bono project

LEADERSHIP

Carey Consulting (Hope Women's Center) – Strategy Consultant

September 2024 – November 2024 | Tempe, AZ

Adarsh Women's Polytechnic – Social Media Manager

March 2020 - June 2024

• Increased student registrations by 67% and empowered 1100+ women from marginalized socio-economic backgrounds towards self-reliance through effective management of social media accounts and building an online presence

Speaker's Association and Study Circle – Club Lead

March 2017 – June 2020

- Supervised 90+ volunteers, implemented training and development program, facilitated collaborative working environments for students, increasing student participation and retention rate by 10%
- Secured \$45,000 in funding through strategic stakeholder engagement and project proposals to organize 5 major events, supervising 90+ volunteers and earning 'Certificate of Appreciation' from the university (awarded to 5 out of 800 applicants)

SKILLS & ACHIEVEMENTS

Technical Skills: Tableau and MS Excel (Advanced); SQL, Artificial Intelligence and Python (Intermediate), Foundry (Basic)

Accreditations/Certifications: Generative AI Intensive Program (2024); Forte MBA Takeoff (2024)

Volunteering: National Social Scheme (2016-2020), Adarsh Women's Polytechnic (2016 - 2024)

Interests: Painting, Dancing, Basketball, Cooking, Human Psychology Support Volunteer