Webinar Report: ZS Campus Beats & Hiring Process

Date: 28/03/2025
Time: 3:00 PM
Platform: Zoom Meeting
Organizer: ZS Associates along with Placement Committee MSIT (Convener-Dr. Meena Rao)
Host/Speaker(s): Mayank Mangla, Kenneth Lobow

Attended By: 3rd Year (Batch 2026 Students) (Approximately 200 attendees)

Introduction

A webinar was conducted to help aspiring engineers understand the ZS placement process and the key technical skills required in the industry. The session aimed to guide students on effectively preparing for the recruitment process, covering important aspects such as placement strategies, selection rounds, and technical assessments. It provided valuable insights into essential skills like data analytics, programming (Python, SQL), and problem-solving, helping students enhance their preparation and improve their chances of securing a job at ZS.

Agenda & Key Topics Covered: The webinar focused on providing insights into ZS's hiring process, particularly through its Campus Beats program. The key topics discussed included**:**

- Introduction to ZS and Its Work Culture: Overview of the company, values, and key service areas.
- Campus Beats Program Overview: Explanation of the structure, eligibility, and benefits of the program.
- ZS Hiring Process & Technical Roles: Detailed discussion on application procedures, interview rounds, and expectations for technical positions.

Speaker Highlights: The session featured insights from key ZS representatives who shared valuable perspectives:

- Discussed the importance of problem-solving skills and adaptability in ZS roles.
- Provided a walkthrough of the technical hiring process and common challenges faced by candidates.
- Shared real-life examples of successful ZS employees who joined through Campus Beats, illustrating career growth opportunities.

Audience Engagement & Participation

- Number of attendees: Approximately 200 participants joined the session.
- Type of participants: Included students from various universities, external guests, and ZS recruiters.
- Q&A session highlights: Participants inquired about interview preparation, required skill sets, and growth opportunities within ZS.

Key Takeaways

- ZS values analytical thinking, structured problem-solving, and collaboration in its hiring process.
- The Campus Beats program is an excellent gateway for students to secure roles in ZS, offering mentorship and hands-on experience.
- Technical assessments focus on data structures, algorithms, case studies, and business problem-solving.
- Candidates should emphasize practical experience, real-world project work, and effective communication skills during interviews.

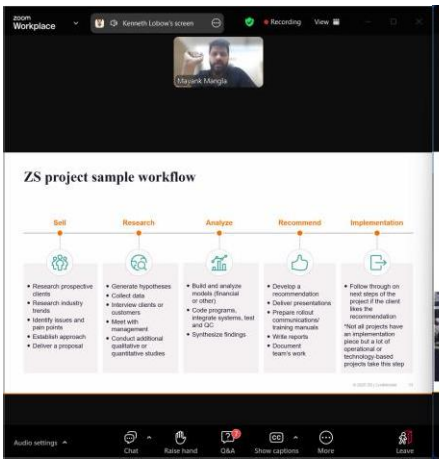
Feedback & Suggestions

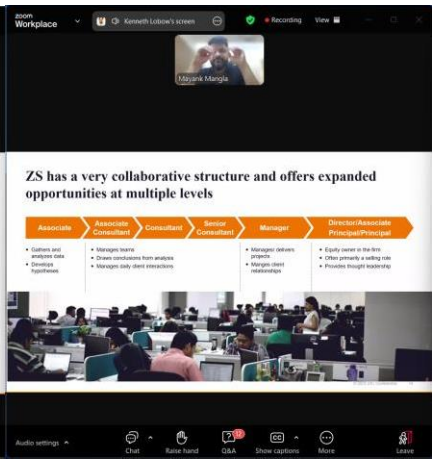
Suggestions for improvement:

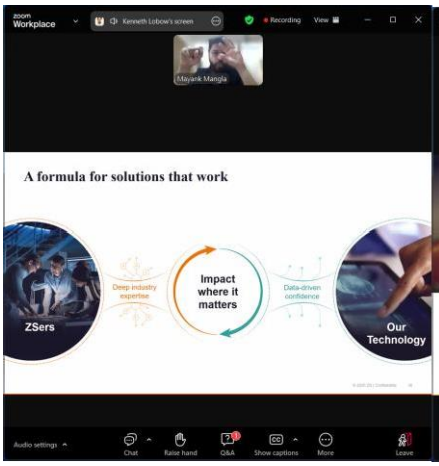
- More interactive segments such as live case-solving or mock interview demonstrations.
- Additional insights from ZS alumni who successfully transitioned from students to full- time employees.
- Dedicated sessions for different technical roles within the company.

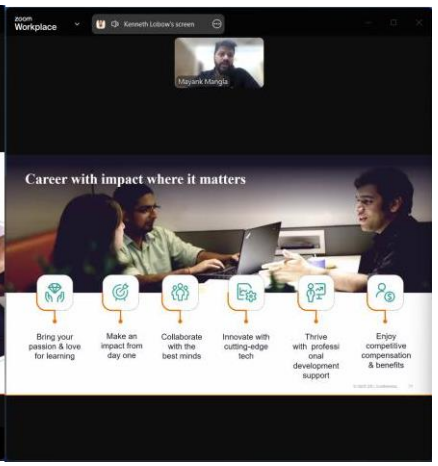
Conclusion:

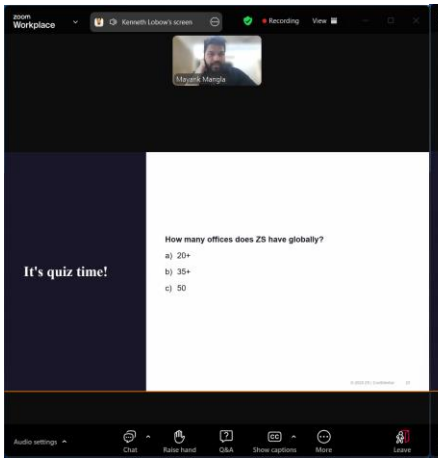
The webinar successfully provided a comprehensive understanding of ZS's hiring process and career opportunities. The interactive discussions and real-world insights were particularly valuable to participants. Future sessions could enhance engagement by incorporating hands-on problem-solving exercises and more participant-driven content. The next steps include sharing additional resources with attendees and organizing follow-up sessions on role-specific hiring processes.

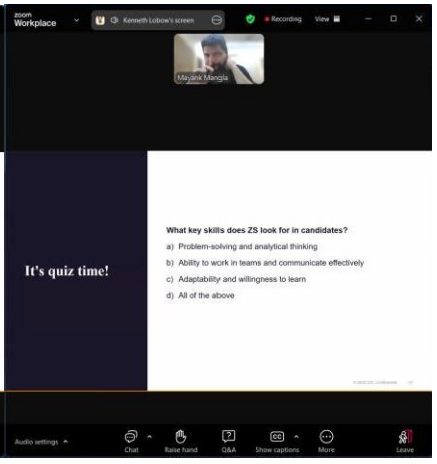

Mayank Mangla
ZS project sample workflow
Sell
Research
Analyze
Recommend
Implementation
Research prospective clients
Research industry trends
Identify issues and pain points
Establish approach
Deliver a proposal
Generate hypotheses
Collect data
Interview clients or customers
Meet with management
Conduct additional qualitative or quantitative studies
Build and analyze models (financial or other)
Code programs, integrate systems, test and QC
Synthesize findings
Develop a recommendation
Deliver presentations
Prepare rollout communications/ training manuals
Write reports
Document team's work
Follow through on next steps of the project if the client likes the recommendation
*Not all projects have an implementation piece but a lot of operational or technology-based projects take this step

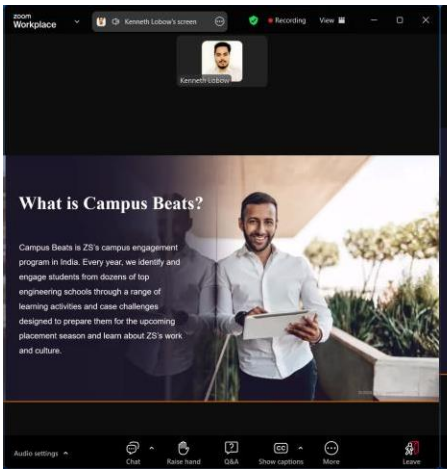

Mayank Mangla
ZS has a very collaborative structure and offers expanded opportunities at multiple levels
Associate
Associate Consultant
Consultant
Senior Consultant
Manager
Director/Associate Principal/Principal
Gathers and analyzes data
Develops hypotheses
Manages teams
Draws conclusions from analysis
Manages daily client interactions
Manages delivers projects
Manges client relationships
Equity owner in the firm
Often primarily a selling role
Provides thought leadership


Mayank Mangla
A formula for solutions that work
ZSers
Deep industry expertise
Impact where it matters
Data-driven confidence
Our Technology


Mayank Mangla
Career with impact where it matters
Bring your passion & love for learning
Make an impact from day one
Collaborate with the best minds
Innovate with cutting-edge tech
Thrive with professi onal development support
Enjoy competitive compensation & benefits


Mayank Mangla
It's quiz time!
How many offices does ZS have globally?
a) 20+
b) 35+
c) 50


Mayank Mangla
It's quiz time!
What key skills does ZS look for in candidates?
a) Problem-solving and analytical thinking
b) Ability to work in teams and communicate effectively
c) Adaptability and willingness to learn
d) All of the above


Workplace
Kenneth Lobow's screen
Recording
View
Kenneth Lobow
What is Campus Beats?
Campus Beats is ZS's campus engagement program in India. Every year, we identify and engage students from dozens of top engineering schools through a range of learning activities and case challenges designed to prepare them for the upcoming placement season and learn about ZS's work and culture.
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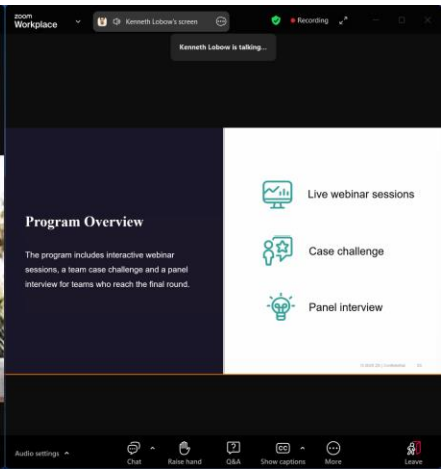
Workplace
Kenneth Lobow's screen
Recording
Kenneth Lobow is talking...
Program Overview
The program includes interactive webinar sessions, a team case challenge and a panel interview for teams who reach the final round.
Live webinar sessions
Case challenge
Panel interview
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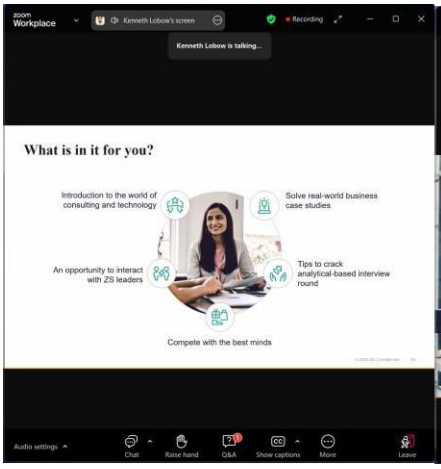
Workplace
Kenneth Lobow's screen
Recording
Kenneth Lobow is talking...
What is in it for you?
Introduction to the world of consulting and technology
Solve real-world business case studies
An opportunity to interact with ZS leaders
Tips to crack analytical-based interview round
Compete with the best minds
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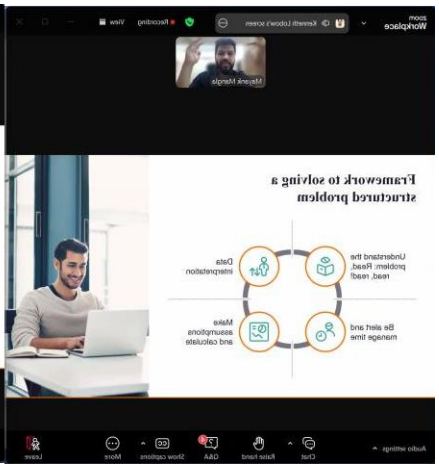
Framework to solving a structured problem
Understand the problem. Read, read, read
Data interpretation
Be alert and manage time
Make assumptions and calculate
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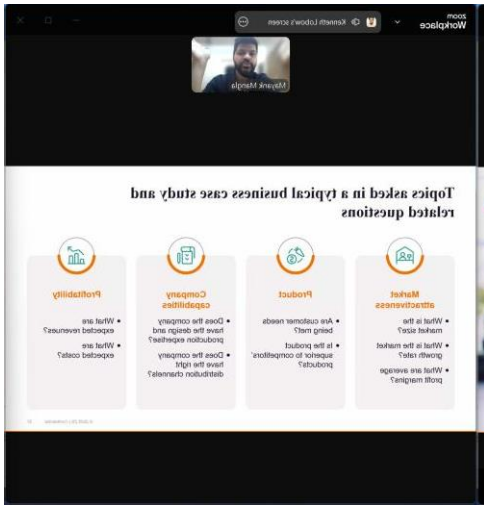
Topics asked in a typical business case study and related questions
Market attractiveness
What is the market size?
What is the market growth rate?
What are average profit margins?
Product
Are customer needs being met?
Is the product superior to competitors' products?
Company capabilities
Does the company have the design and production expertise?
Does the company have the right distribution channels?
Profitability
What are expected revenues?
What are expected costs?
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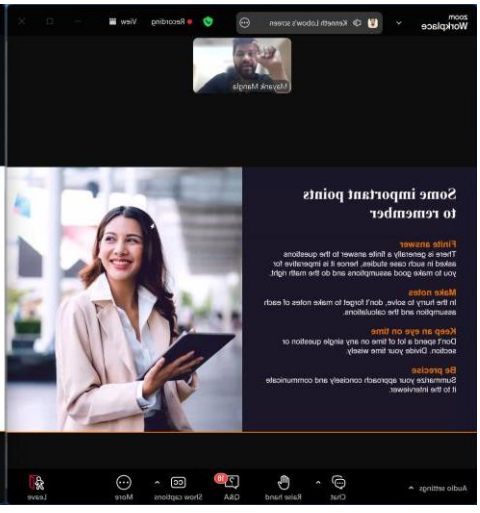
Some important points to remember
Finite answer
There is generally a finite answer to the questions asked in such case studies, hence it is imperative for you to make good assumptions and do the math right.
Make notes
In the hurry to solve, don't forget to make notes of each assumption and the calculations.
Keep an eye on time
Don't spend a lot of time on any single question or section. Divide your time wisely.
Be precise
Summarize your approach concisely and communicate it to the interviewer.
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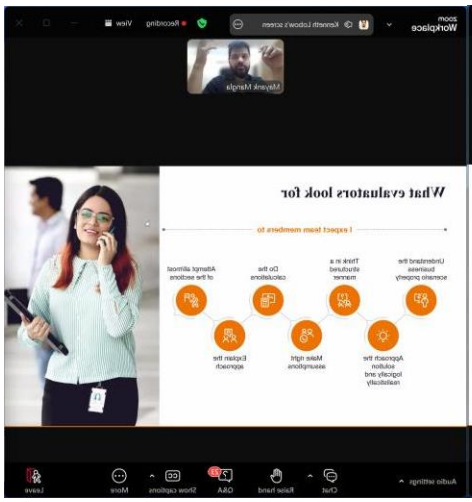
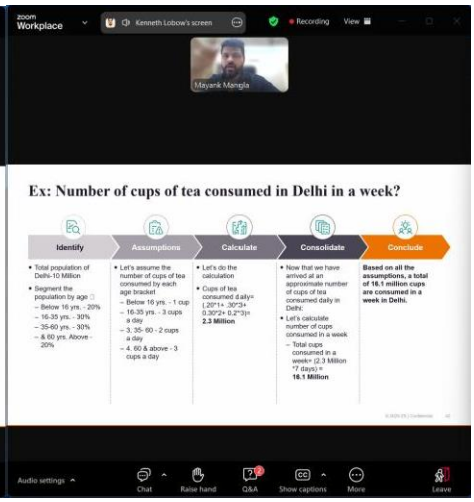

Mayank Mangla
What evaluators look for
I expect team members to
Understand the scenario properly
Think in a structured manner
Do the calculations
Attempt all/most of the sections
Approach the solution logically and realistically
Make right assumptions
Explain the approach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Ex: Number of cups of tea consumed in Delhi in a week?
Identify
Assumptions
Calculate
Consolidate
Conclude
• Total population of Delhi-10 Million
• Segment the population by age
– Below 16 yrs. - 20%
– 16-35 yrs. - 30%
– 35-60 yrs. - 30%
– 60 & above - 20%
• Let's assume the number of cups of tea consumed by each age bracket
– Below 16 yrs. - 1 cup a day
– 16-35 yrs. - 3 cups a day
– 3. 35- 60 - 2 cups a day
– 4. 60 & above - 3 cups a day
• Let's do the calculation
• Cups of tea consumed daily= (.20*1+ .30*3+ 0.30*2+ 0.2*3)= 2.3 Million
• Now that we have arrived at an approximate number of cups of tea consumed daily in Delhi:
• Let's calculate number of cups consumed in a week
– Total cups consumed in a week= (2.3 Million *7 days) = 16.1 Million
Based on all the assumptions, a total of 16.1 million cups are consumed in a week in Delhi.
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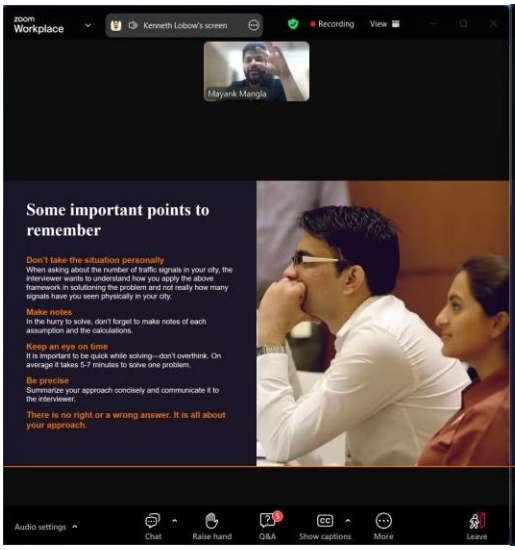
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Some important points to remember
Don't take the situation personally
When asking about the number of traffic signals in your city, the interviewer wants to understand how you apply the above framework in solutioning the problem and not really how many signals have you seen physically in your city.
Make notes
In the hurry to solve, don't forget to make notes of each assumption and the calculations.
Keep an eye on time
It is important to be quick while solving—don't overthink. On average it takes 5-7 minutes to solve one problem.
Be precise
Summarize your approach concisely and communicate it to the interviewer.
There is no right or a wrong answer. It is all about your approach.
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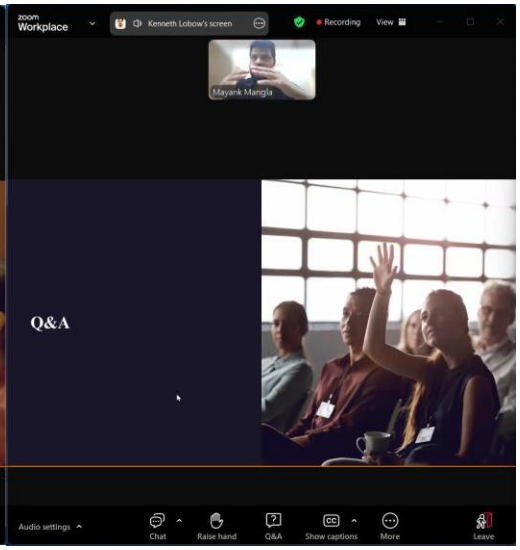
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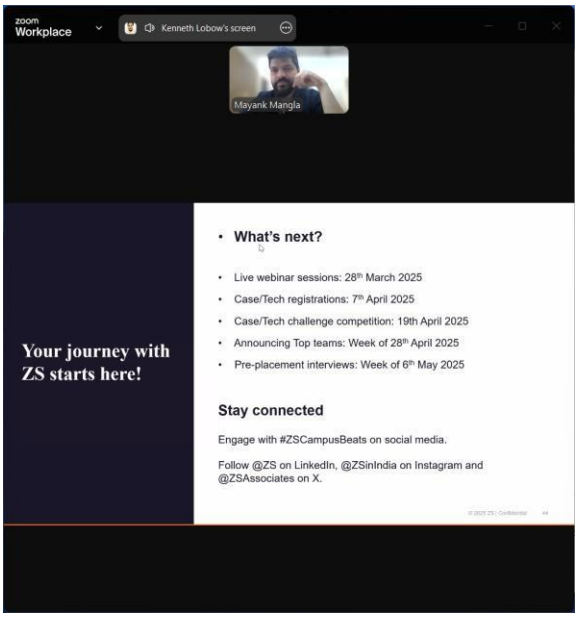
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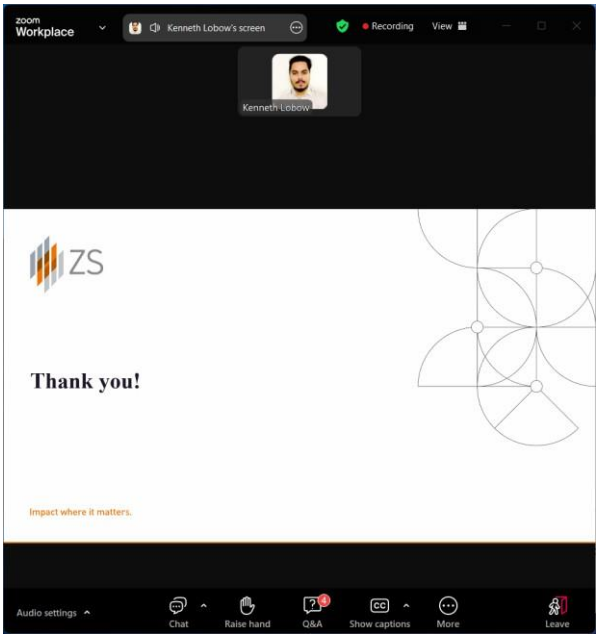
Mayank Mangla
Your journey with ZS starts here!
What's next?
Live webinar sessions: 28th March 2025
Case/Tech registrations: 7th April 2025
Case/Tech challenge competition: 19th April 2025
Announcing Top teams: Week of 28th April 2025
Pre-placement interviews: Week of 6th May 2025
Stay connected
Engage with #ZSCampusBeats on social media.
Follow @ZS on LinkedIn, @ZSinIndia on Instagram and @ZSAssociates on X.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