

# **Yash Ahuja**

**Senior Analyst, Measurement & Forecasting Practice at International Data Corporation (IDC)**

Toronto, ON, CA

Yash Ahuja is a senior analyst with IDC Canada's Measurement & Forecasting team

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## **Biography**

Yash Ahuja is a senior analyst with the Measurement and Forecasting team and is responsible for developing comprehensive forecasting reports using macroeconomic data, complex quantitative models, and inputs from sector experts. Before joining the Measurement and Forecasting team, Yash provided research assistance to IDC's Worldwide Channels and Alliances practice.

Yash holds an MBA from Rotman School of Management - University of Toronto and a Bachelor's degree in Civil Engineering from BMS College of Engineering.

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## **Areas of Expertise**

Blockchain, Robotics and drones, Mobility, Forecasting & modeling, Channels and Alliances Trends , Digital Transformation, Public Cloud Services market, AR / VR

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## **Associated IDC Services**

IDC Canada Measurement and Forecasting Practice, Semiannual Digital Transformation Spending Guide, Semiannual Mobility Spending Guide, Semiannual Public Cloud Services Spending Guide, Semiannual Commercial Robotics & Drones Spending Guide, Semiannual 3D Printing Spending Guide, Semiannual Augmented & Virtual Reality Spending Guide, Semiannual Blockchain Spending Guide

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## **Education**

**Rotman School of Management - University of Toronto**  
M.B.A.

**BMS College of Engineering**  
Bachelor of Engineering Civil Engineering

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