

Saurabh Rai

Research Analyst

Address Gurgaon, India 122102

Phone 9473513000

E-mail ksrai625@gmail.com



I am experienced Market Research person who keeps up with tight deadlines and high-value customers. Successful at working with diverse teams to develop comprehensive approaches. I want a responsible employment opportunity that will allow me to make the most of my education and experience while significantly contributing to the company's success.

Skills

Microsoft Office
Customer Service
Team Collaboration
Survey Design and Development
Competitive Research
Data Collection and Analysis
SWOT Analysis
Quantitative Research
Qualitative Research
Online research
Industry analysis

Work History

2018-06 - 2018-07

Marketing Intern

RUPEE MAKER, GURGAON

- Conducted market research in the field of real-estate

2021-05 - 2021-07

Market Research Associate Intern

The Entrepreneurship Network, Delhi (Remote)

- Do the primary research on the given services by our organization like making a questionnaire.
- Streamlined data collection processes for improved efficiency and accuracy in market research projects.
- Collaborated with cross-functional teams to ensure accurate representation of data in marketing materials, increasing customer engagement.

- Increased client satisfaction by conducting thorough market research and analysis to identify potential opportunities.

2022-05 - 2022-11

Market Research Executive

Inspect HOA, Remote

- Managed large-scale research projects from inception to completion, ensuring timely delivery of high-quality results.
- Conducted detailed consumer behavior analyses to optimize marketing efforts for maximum impact.
- Conducted market research to identify customer needs and preferences.
- Researched and evaluated potential new markets and products.

2023-03 - 2024-06

Research Analyst

Unimrkt Research, Gurugram

- Prepared comprehensive presentations to summarize findings from research projects.
- Researched industry-specific topics such as competitive landscape, customer segmentation, pricing strategies, Collaborated with cross-functional teams to ensure accuracy of research results.
- Interpreted quantitative and qualitative data to develop insights into consumer behavior, Gathered primary and secondary sources of information including surveys, interviews, focus groups, literature reviews.
- Completed extensive range of research on industries like- Technology, CPG, BFSI, Pharmaceutical, Public sector, Retail, Telecom from publicly available sources like industry journals, company press releases, annual reports and databases like:- ZoomInfo, FT times, D&B Hoovers, Factiva Etc., Using appropriate analytical methodologies and frameworks for designing structured end products.
- Provided actionable recommendations based on extensive competitor analysis, driving competitive advantage in the marketplace.

Education

2022-01

MBA in Marketing, Analytics

SOIL INSTITUTE OF MANAGEMENT - MANESAR, HARYANA