SUSHANT SHEKHAR

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PROFILE SUMMARY

Experienced Data Research Analyst professional with 1.5+ years of industry experience seeking to advance in fast-paced environments by embracing new technologies and continuous improvement. Eager to achieve high career growth in Market Research and Analytics domain through keeping myself resilient in changing scenarios to become a successful professional.

WORK EXPERIENCE

Data Research Analyst-Sr. Executive

AIG Business Solutions | Gurugram, India   **Apr 2023 – Present**

- Spearheaded the **extraction** and analysis of healthcare domain data through **Primary and Secondary research**, **market intelligence** leveraging diverse sources and tools.
- Conducted **quantitative data analysis** and **data mining** on datasets exceeding 10,000+ records, identifying over 10+ trends and insights within healthcare data, supporting data governance and strategic decision-making initiatives.
- Streamlined **data collection and cleaning** processes on **qualitative data** using SQL & Excel, resulting in a 30% reduction in time and significant improvements in data accuracy and data quality.
- Executed 20+ **Project management** tasks including preparation of **questionnaires, surveys, newsletters, website articles, podcasts, handling vendors calls**, ensuring timely completion and achieving the key milestones successfully.
- Worked on **Zoho CRM database** in supporting **market research** projects for **US-based** markets.

SKILLS

- Market Research
- Quantitative Analysis
- Primary & Secondary Research
- Qualitative Analysis
- Competitive Intelligence

- Microsoft Excel
- MS Office
- Data Analysis
- SQL
- Database Management

- Analytical Skills
- Communications skills
- Problem Solving
- Reporting/Presentations
- Multi-Tasking

PROJECTS

Data analysis for Ecommerce Super Store using Excel Dashboard Report | *Advanced Excel, MIS Dashboard*

- Led a comprehensive data analysis for Vrinda Super Store, leading to the creation of an insightful annual sales report increasing sales insights by 25%.
- Designed and prepared Excel dashboards and 6 pivot charts to present key performance indicators 10+ KPIs and trends effectively.
- Strengthened decision-making processes by delivering actionable insights through detailed data visualizations, resulting in a 15% boost in quarterly performance.

Market Research for Blood Bags manufacturing enterprise in KSA | *Market Research, Data Analysis, Presentation*

- Evaluated the viability of establishing a blood bag manufacturing using Market Research Analytics.
- Examined market demand, product specifications, legal requirements, and potential partnerships at local, regional and global levels.
- Formulated an execution plan and timeline for the Project uncovering crucial insights and devising strategies for effective setup and management for consumer insights.
- Prepared a PowerPoint deck and presentation to communicate key insights for the client and internal stakeholders.

EDUCATION

Integrated BTech and MTech in Electrical Engineering | 2018
Gautam Buddha University, Gr. Noida

CERTIFICATIONS

Advanced Excel and Financial Calculations**- Elearnmarkets**
IBM Data Analytics Professional Certificate**- Coursera**
Market Research for Decision-Making **– Udemy**
Market Research: Dekker's Complete Marketing Research Course**- Udemy**