Ajay Landge
Senior Research Analyst

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PROFESSIONAL SUMMARY

Highly motivated and approachable Senior research analyst with 3.6 years of experience in Market research, data and data analytics. Skilled in leveraging Microsoft Office Suite, SQL, Tableau and Power BI, and to analyze market trends, consumer behavior, and competitive landscapes. Proficient in conducting market research and data visualization to support business growth and market positioning.

EDUCATION

Mumbai University　　　　　　　　　　　　　　　　　　　　　Mumbai, India
Bachelor's of management studies　　　　　　　　　　　　　　　　**2014-2017**

SKILLS

- **Tools and Technical skills**: Tableau, SQL, PowerBI, Microsoft office, Data analysis, Data cleaning
- **Soft skills**: Primary and secondary research, SWOT analysis, Team player, Effective communication, Attention to detail, Accurate data gathering.
- **Project and certification link -** https://github.com/Ajay96700/Projects

ACCOMPLISHMENT

Awared as Rookie of the year 2022 for managing projects effectively and with 100% quality efficiency.
Awared as Superman of the Quarter and Month (July - Sep 2022), Mar 2022
For outstanding performance. This includes uncovering key insights, maintaing good communication and suggesting overall improvement needs which has resulted in 80% efficiency in a project.

WORK EXPERIENCE

Senior Research Analyst | Fuel Intelligence pvt ltd.　　　　　　**Aug 2021 - Jan 2025**
- Conducted in depth market research for Fortune 500 companies like Coca cola and delve into video insights to analyze industry trends. This analysis helped clients to position their product accordingly.
- Performed consumer behavioral analysis helping client by 100% to understand what influence consumer choice and how they can tailor their product, marketing and selling strategies accordingly.
- Analyzed buying motivations and consumer decision-making processes.
- Performed consumer segmentation based on demographics,behavioral, and geographic factors.
- Designed research methodology like surveys and performed data analysis for insights.
- Helped clients to Identify direct and indirect competitors for better pricing, product and strategy.
- Prepared a detailed analysis reports by combining qualitative and quantitative data to communicate key findings to stakeholders.

Team Leader - Operations | Mvalu technology pvt ltd　　　　　　**Nov 2020 - Aug 2021**
- Handle a team of research executives of Non-financial bank(Bettr Credit) responsible for customer inquiries via calls and chats. This have resulted in achieving and maintaining 100% customer service.
- Conducted training sessions in the team. This have help them to identify the knowledge gap and stay updated with product updates.
- Prepared a weekly/monthly report and presented to management. This have help them to identify the product performance, Team performance and kay areas of improvement.

Presentation specialist | Integreon management solutions　　　　**May 2019 - Jan 2020**
- Created visually compelling presentations for internal and external clients.
- Ability to create graphs and charts in Power-point presentation.
- Collaborated with team members for concept creativity and on-strategy ideas.
- Maintained brand consistency across all presentations, ensuring alignment with company guidelines.

Associate | S.K. Associate　　　　　　　　　　　　　　　　**Sep 2017 - Jan 2019**
- Coordinated and managed the administration of IRDA, UIDAI, NISM, NCFM and other regulatory examinations across multiple states and cities.
- Communication with exam centers, invigilators, and candidates to ensure smooth conduct of exams, from scheduling to completion.
- Monitor the performance of exam centers, handle on-site challenges supporting them with resolutions. This have help in improving the overall exam process by 20%.
- Maintain 100% accurate records of exam participants, results, and incidents, preparing reports for internal reviews and audits.