

ENDALKACHEW TEDLA



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Summary

Highly analytical and results-driven Market Research Analyst with proven expertise in conducting comprehensive market research, developing strategic marketing initiatives, and implementing advanced analytical solutions for industry leaders. Seeking to bring my track record of saving significant operational hours through automation and delivering impactful recommendations to a dynamic company on the west coast in a junior data analyst role.

Skills

- Data Analytics & Visualization: Tableau
- Databases Management: My SQL, Pg Admin 4, SQL Lite
- Python Data Ethics
- Google Sheets & Google Slides
- AI MachineLearning
- Advanced Statistical Analysis
- Automation & Process Improvement
- Microsoft Office Suite; Powerpoint, Excel, Word

Experience

Product Management Analyst

ShelterPoint Life Insurance

Sept 2022-June 2023

- Conducted market research and analysis to identify key competitive features and functionalities, enhancing product positioning and development strategies.
- Undertook comprehensive competitive analyses of industry trends and product offerings to inform and bolster product development, marketing strategies, and sales initiatives.
- Recommended best practices for study design, leveraging advanced data analysis techniques and data visualization tools to improve decision-making processes.
- Managed cross-functional coordination of necessary resources, ensuring seamless collaboration across departments to achieve product development and sales objectives.
- Performed detailed analytical tasks, generating and presenting reports on key performance indicators (KPIs) and results to senior management for strategic review and decision-making.

Analyst/Market Researcher

Kantar

Sept 2021-June 2022

- Led comprehensive market research, advertising effectiveness, and copy-test studies for notable clients including Amazon, VOX Media, Rufus Initiative, JBL/Harman, Mediacom, and Anheuser-Busch InBev, delivering insights to drive strategic decisions.
- Authored detailed reports on marketing campaigns using hypothesis testing, regression analysis, complex sampling, and qualitative research methods. Provided clients with actionable recommendations for improvement.
- Developed and implemented an automated contribution analysis tool, reducing manual input requirements, saving over 1,000 hours annually, and enhancing analytical precision.
- Engineered and executed surveys tailored to capture high-quality data, addressing key business questions for industry leaders in Consumer Packaged Goods, Pharmaceutical, Telecommunications, and Food and Beverage sectors.
- Formulated targeted, strategic brand and marketing plans for Fortune 500 companies, leveraging custom quantitative and qualitative research to bolster brand equity and expand market share.

Education

Data Analytics Bootcamp, July 2023-Present

CareerFoundry

BSc Business Administration, 2021

Binghamton University School of Management