Ashutosh Rana [](https://www.linkedin.com/in/ashutosh-rana-1626a916b/)

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**ACADEMICS**

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| **QUALIFICATION** | **INSTITUTE** | **BOARD/UNIVERSITY** | **YEAR** | **%/CGPA** |
| BBA-MBA(Integrated) | Mittal School of Business, Phagwara | Lovely Professional University | 2022 | 8.11 |
| XII | Munam Public school, Hazaribagh | CBSE | 2018 | 65 |
| X | Saraswati Vidya Mandir, Jamalpur | CBSE | 2016 | 91.2 |

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| **EXPERIENCE** | |
| **Kantar**  **(July 2023 – Present)** | * Engaged in the Automotive & Mobility industry as a Research Manager, overseeing various projects and initiatives. * Proficient in NPS, Brand Tracking, CLTs, Design Research, and other custom studies within the Automotive & Mobility sector, contributing to comprehensive insights and actionable recommendations. * Successfully executed comprehensive projects within the Automotive & Mobility industry, covering proposal making, questionnaire design using QLIB, survey programming, fieldwork supervision, data analysis, report narrative   development, and client presentations. |
| **NIELSENIQ (MARCH 2022 – June 2023)** | * Worked with Hindustan Unilever LTD. on Food, Refreshments, and Skin Care categories in the product innovation domain as a Research Analyst. * Worked on Primary/Secondary and Quantitative research methodologies. * Evaluated the potential of new products/concepts/ideas to be launched. * Worked on End-to-End project execution, which included making proposals, questionnaire designing, survey programming, FW monitoring, lining up data, analyzing the scores and building up stories in the report. * Worked with Nielsen Answers and RMS data to build insights from in- market data into consumer behavior. * Analyzed and prepared client-friendly reports with no quality issues and presented them to the client. |
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| **INTERNSHIP** | |
| **HIGHRADIUS**  **(JUNE 2021 – DECEMBER 2021)** | * Worked as Strategy and operations - Analyst Intern in HighRadius. * Analyzed strategies and action plans to provide input for key decision- making and strategic planning. * Participated in more than twenty+ AI transformation projects. |
| **XTUDY EDUCATION SOLUTIONS**  **(MAY 2020 to JULY 2020)** | * Worked as a Researcher and Digital marketing intern in XTUDY. * Worked on Search Engine Optimization (SEO), Market scanning, and leading other interns to achieve their target as a Team leader. |

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| **Achievements** | |
| **NIELSENIQ BASES** | * Got an appreciation certificate from NIELSENIQ for being a team player and meeting all deadlines, especially during the busy period, Dec 2022. |
| **LOVELY PROFESSIONAL UNIVERSITY** | * Won Appreciation Letter in ‘Vaad-Vivaad’- a Debate competition organized by OPENAUDI CLUB, LPU, September 2019. |

**Skills**

Quantitative Research, Primary Research, Data analysis, Nielsen Answers, QLIB, TRIM, Decipher, Studio, Advanced Excel, PowerPoint, SFDC, Microsoft Dynamics 365