

# KARAN PRABHU

• 63661 33353 • Bengaluru, Karnataka • karanpgowda11@gmail.com

## PROFESSIONAL SUMMARY

Results-driven Marketing & Business Analyst with 4+ years of experience driving growth through KPI-driven analysis, market research, and strategic frameworks (SWOT, STP, PESTLE). Proven ability to support client acquisition, revenue optimization, and market expansion across both B2B institutional and B2C markets. Backed by an MSc in Marketing (UK) and an analytical engineering foundation, bringing structured thinking and data-led decision-making to business growth.

## CORE SKILLS

- Market Research & Consumer Insights
- Data Analysis & Interpretation (SPSS)
- SWOT & Competitive Analysis
- Survey Design & Focus Groups
- Market Trend & Demand Forecasting
- CRM & Customer Segmentation
- Business Strategy & Go-To-Market Planning
- Stakeholder Communication & Negotiation

## PROFESSIONAL EXPERIENCE

**Lotus Illume Inc.** | Bengaluru

October 2023 - Present

*Marketing Research Analyst*

Business Impact & Responsibilities:

- Built and tracked KPI dashboards covering customer acquisition, retention, revenue contribution, and segment-wise performance to guide leadership decisions.
- Applied SWOT analysis to evaluate company positioning, uncover operational gaps, and identify high-potential growth opportunities.
- Conducted market share, pricing, and demand analysis to support expansion into new client segments and improve profitability.
- Designed and executed consumer surveys and focus groups, translating qualitative and quantitative data into actionable insights.
- Identified and prioritized target customer segments, improving sales focus and increasing client conversions.
- Supported business development initiatives through data-backed proposals and market insights, contributing to the addition of new clientele.
- Represented the company at trade shows and industry events, strengthening brand presence and B2B relationships.

## EDUCATION

**Cardiff University** | United Kingdom

January 2022 - January 2023

*Master of Science (MSc) – Marketing*

- Specialized in Marketing Research, Consumer Behavior, and Strategic Marketing.
- Hands-on experience with quantitative & qualitative research methodologies

**Bangalore Institute of Technology** | Bengaluru

January 2017 - January 2021

*Bachelor of Engineering (BE) – Mechanical Engineering*

## KEY PROJECTS

Marketing Research Project – Plantasia Tropical Zoo (UK)

- Conducted primary and secondary research to analyze visitor behavior, pricing perception, and competitive positioning.
- Delivered actionable recommendations to improve customer acquisition, retention, and international outreach.
- Applied data analysis to identify growth opportunities and optimize marketing communication.

Button-Operated Electromagnetic Gear Shifting System

- Designed a solenoid-based automatic gear shifting mechanism to assist individuals with lower-limb disabilities.
- Integrated mechanical design principles with user-centric problem solving.

## CERTIFICATIONS & AWARDS

- Certificate of Proficiency – 3D Experience Platform
- Centre of Excellence in Aerospace & Defence
- Internship Completion Certificate – Prinston Smart Engineers

## ADDITIONAL STRENGTHS

- Strong business orientation with experience across education, apparel, and automotive-related ventures.
- Excellent interpersonal skills; effective in leadership, collaboration, and client-facing roles.
- Highly organized, detail-oriented, and committed to continuous learning.