SHIVANI BHATT

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CAREER SUMMARY

Experienced Market Research and Business Consulting professional with a 4-year track record. Proficient in niche market analysis, macro-economic evaluation, opportunity prediction, risk assessment, and GTM strategy development. Conducted extensive cross-domain research projects for diverse clients, ranging from Health Sciences, IT, Telecommunications, Food & Beverages including start-ups and Fortune 500 firms. Passionate about customer-centric design, CRM systems, advanced analytics, and agile methods. Committed and motivated to cross-functional collaboration, innovative strategies, and impactful program management solutions.

KEY SKILLS

Consulting: Sales intelligence, Strategic recommendations, Competitive benchmarking, Market trends, Cross-functional collaboration, Workshop techniques, Presentations, Reporting, Market segmentation, Predictive analytics, Stakeholder engagement, Opportunity Mapping, Verbal, and written communication

Tools: MS PowerPoint, MS Excel (pivots, lookups, VBA), MS Word, Power BI, Tableau, SQL, SPSS, JIRA

PROFESSIONAL EXPERIENCE

Grand View Research & Consulting, India

Senior Research Analyst (Part-time)   **Dec' 2022 – June 2023**

- Analyze sales trends, market share, and profit margins for optimizing sales strategies; conduct competitor analysis to inform strategic decisions, assess market positioning, and identify potential threats.
- Prepare tailored presales reports featuring account insights, buyer personas, competitor analysis, and industry trends.
- Execute qualitative and quantitative analysis, while specializing in **Customer Value Management** strategies, to fuel niche market analysis, SWOT analysis, and TAM/SAM/SOM estimation for market growth insights.
- Deliver complex findings and market estimation results to business leaders by leveraging visualizations, reports and dashboards created with Excel, Tableau, and Power BI, achieving a **97%** customer satisfaction rate.
- Utilize Agile methodologies and project management tools such as **JIRA** to effectively plan, execute, and monitor projects, ensuring the timely delivery of solutions that closely aligned with clients' strategic objectives.
- Manage projects from end to end (E2E), integrating acquisition strategy, budgets, and business studies, while ensuring optimal efficiency, service design, and successful outcomes.

Senior Research Analyst- Competitive & Market Intelligence   **July 2021 – July 2022**

- Utilized collaborative approach to execute **20+** consulting projects encompassing opportunity assessment, stakeholder impact, CRM utilization, and areas for business process improvement for value enhancement.
- Formulate market positioning and global pricing strategies for a prominent **Health Science** company through comprehensive analysis of secondary data, leading to a noteworthy **3.5%** enhancement in market share.
- Utilized sentiment analysis and NPS scores from customer feedback for a prominent **Teleco** client to identify service journey pain points, formulating recommendations that led to a **20%** increase in customer satisfaction within 6 months.
- Led a data-driven initiative in an IT company, achieving **95%** accuracy in predicting CAGR and generating market forecasts across sectors, driving customer loyalty strategies.
- Proactive in leading internal presentations, co-leading meetings for strategic actions, and establishing scalable customer-market insights for robust sales pipeline building.

Persistence Market Research Pvt. Ltd., India

Research Analyst   **Feb' 2020 – June 2021**

- Crafted comprehensive consumer insights and conducted analyses including competitive vendor movement evaluation and strategic player/brand positioning matrices to derive actionable insights.
- Collaborated with a cross-functional team to review and redesign the customer operating model for a **Health Science startup** entering new markets, resulting in a successful market entry plan and a **10%** increase in market share within the first year.
- Developed and executed an end-to-end customer lifecycle management strategy for a Food & beverage company startup, resulting in a **30%** increase in customer lifetime value and a **10%** decrease in churn rate.
- Employ data mining, modeling, and synthesis techniques for actionable insights and data-driven decision-making.

Shriram General Insurance, India

Sales & Marketing Intern   **April 2019 – Sept' 2019**

- Analyzed customer behavior using Salesforce CRM data to identify patterns and preferences in insurance purchasing.
- Innovatively develop research design and methodologies to understand the market dynamics of the financial services and insurance sector in India.
- Analyze large primary and secondary data sets, using advanced Excel and hypothesis testing, resulting in a **15%** increase in the company's sales revenue and a **10%** reduction in customer churn rate.

EDUCATION

University of Galway, Ireland (*Master of Science in Business Analytics*)   **Sep' 2022 – July 2023**
Core Modules: Decision Theory and Analytics | Database Systems | Statistical Techniques | Systems Development and Project Management | Business Modelling and Analytics | Applied Customer Analytics
1:1 Honor

MIT School of Management, India (*Master of Business Administration*)   **Sep' 2018 – Aug' 2020**
Core Modules: Strategic Management | Financial Modelling | Research Methodology | Finance Report & Analysis

Fergusson College, India (*Bachelor of Science in Physics*)   **Aug' 2015 – July 2018**

KEY PROJECTS

Business Analytics on UDEMY: EDA and Sentiment Analysis

Conducted analysis of Udemy's data using Python, Tableau, RStudio, and Excel, unveiling insights into user behavior, sentiment, social media trends, and course preferences. Informed tailored course offerings for customer satisfaction.

Study on Awareness and Investment behavior of Youth in Pune region

Conducted qualitative analysis on investment behavior among Pune's youth, utilizing data analysis and surveys to reveal preferences, thereby contributing insights for shaping Shriram General Insurance's sales strategy.

CERTIFICATIONS & ACHIEVEMENTS

- Certified Agile with Atlassian Jira and Advanced Excel
- Selected from among 150 participants to deliver a winning presentation on Job Hiring Process Improvement at SAP office, Galway.
- Research study on 'Probiotic Ingredients' marked as the most bankable research study of the year, for which awarded as the best researcher of the quarter in 2021.