Mr. Aniruddha M. Khedkar

aniruddhakhedkar23@gmail.com | 9552105613 | Pune-PCMC
LinkedIn Profile Link- https://www.linkedin.com/in/aniruddha-khedkar-596aaa217/ |
GitHub Profile Link- https://github.com/Aniruddhakhedkar

Results driven market intelligence professional with 1.4 years of experience in market research and data analysis. Proficient in business analytics tools, with a solid academic foundation in management studies and robust analytical skills. Effective communicator and team player, detail-oriented, and dedicated to delivering high-quality solutions in dynamic environments. Eager to contribute to organizational growth and success.

TECHNICAL SKILLS

MS Excel | Power-BI | MySQL | Python (NumPy, Pandas, Matplotlib, Seaborn) | IBM-SPSS Statistics | Dashboard Preparation | EDA | Hypothesis Testing | GitHub | MS PowerPoint | MS Word | Market Intelligence Report Preparation | Storytelling |

PROFESSIONAL EXPERIENCE

Grand View Research, Inc   **Pune**
Research Associate- CMFE domain   *Feb 2023-June 2024*

- To profile and map the key market players in the HVAC, PPE, and advanced manufacturing equipment sectors. It also involved handling the customized research requirements.
- To evaluate the category attractiveness, regional, and segment analysis.
- Create sample pages to be shared with client during pre-sale queries, create research descriptions (RD) and press release (PR), and compile & prepare final research reports for dispatch.
- Worked on market research projects for clients across North America, Europe, and Asia Pacific.
- **Award/Recognition- Outstanding performance in September 2023.**

Bolt Technologies   **Pune**
Design Engineer   *July 2018- June 2021*

- Design proposal preparation and documentation.
- Delivered comprehensive services for over 20 projects throughout 2020-21, earning recognition from the senior management.
- Implemented a new feedback mechanism and project delivery procedure that resulted in a 30.0% reduction in post-sale issues.

INTERNSHIP

Amul-GCMMF   **Pune**
Sales Intern   *May 2022-July 2022*

- Performed the distribution analysis to improve the fresh division's sale, by using pareto analysis, and numeric & weighted numeric reach analysis, which enabled the local distributor to improve the sales by approximately 6.0% for packaged milk category.
- Conducted quantitative primary market research for Amul-A2 buffalo milk to understand the level of customer satisfaction.

PROJECTS

[Analysis of Customer Service Data for an E-commerce Company Nile](#)
Tools Used- Microsoft Excel, Microsoft PowerPoint
- This project endeavors to utilize data-driven methods to streamline customer service operations, elevate customer satisfaction levels at Nile, an E-commerce company.

[Analysis of Airbnb Data to Understand Customer Satisfaction](#)
Tools Used- Power BI, Microsoft PowerPoint
- The project deals with the Airbnb data to reveal insights into its customer experiences and satisfaction levels with the numerous listed stays.

[SQL Data Analysis and Visualization with Power BI for the U.S. Food & Drug Administration Agency (FDA)](#)
Tools Used- MySQL, Power BI, Microsoft PowerPoint
- The project includes analysis of U.S. FDA data, to identify a detailed approval trends and segmentation analysis based on drug marketing status using SQL and visualize with Power BI.

[Data Analysis with Python for a Universal Bank's Personal Loan Modelling Dataset](#)
Tools Used- Python
- This project involves conducting statistical analysis on the Universal bank's dataset to gain insights into critical customer characteristics and their spending habits.

RESEARCH PAPER PUBLICATION   (*October 2022-December 2023*)

[Research Paper- A study on students' satisfaction toward MOOCs with respect to the management education in Pune city](#)
Balaji Institute of Modern Management- MBA   *Tools Used-Microsoft Excel, IBM-SPSS Statistics*

- Paper got published in a Scopus-indexed journal (Boletin de Literatura Oral-ISSN: 2173-0695)
- Employed conclusive, descriptive, and cross-sectional research design to analyze the relationships between variables in the study.
- Hypothesis testing using- Chi-Square, Correlation, and Regression test.

CERTIFICATIONS

Excel Skills for Data Analytics and Visualization Specialization
Macquarie University (Coursera)   *January 2022*

Methods and Statistics in Social Sciences Specialization
University of Amsterdam (Coursera)   *January 2022*

Developing a Marketing Mix for Growth
University of Illinois at Urbana-Champaign (Coursera)   *November 2021*

EDUCATION

Balaji Institute of Modern Management   **Pune**
Master of Business Administration- Marketing   *July 2021-May 2023*
- 73.0% (7.69 CGPA)

Sir Visvesvaraya Institute of Technology   **Nashik**
Bachelor of Engineering- Mechanical   *July 2012-June 2016*
- 60.8%