# **Mr. Aniruddha M. Khedkar**



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**LinkedIn Profile Link-** [**https://www.linkedin.com/in/aniruddha-khedkar-596aaa217/**](https://www.linkedin.com/in/aniruddha-khedkar-596aaa217/) **| GitHub Profile Link-** [**https://github.com/Aniruddhakhedkar**](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](https://github.com/Aniruddhakhedkar/Excel_Project_1)

*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](https://github.com/Aniruddhakhedkar/Power_BI_Project-1)

*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)](https://github.com/Aniruddhakhedkar/SQL_Project-1)

*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](https://github.com/Aniruddhakhedkar/Descriptive_Statistics_Python_Project)

*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](https://www.boletindeliteraturaoral.com/index.php/bdlo/article/view/634)

*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%