

SAKSHI KALE

RESEARCH ANALYST



CAREER OVERVIEW

Strategic and results-oriented research analyst with an experience of 2.5 years in a demonstrated track record of delivering actionable insights to drive informed business decisions. Proficient in designing and executing comprehensive research methodologies, I specialize in gathering and analyzing market data to identify emerging trends, assess competitive landscapes, and evaluate consumer behavior.

WORK EXPERIENCE



A DENSTU COMPANY - UGAM

Project Manager [Dec'23 to Present]

- Led diverse market research projects for consumer goods, healthcare, and technology sectors.
- Managed project lifecycle from scoping to budgeting, ensuring client satisfaction.
- Developed tailored project plans and oversaw data collection efforts.
- Utilized advanced statistical analysis for IR (Incidence Rate) calculation, LOI (Length of Interview) and other important element in sampling and data collection process.
- Expertise in sampling for sample-only, ad-hoc, brand tracker, end-to end full services and translations projects
- Proficient in setting up surveys on platforms such as Cint Marketplace, Purespectrum software, Toluna SampleXpress and B3 Intellgence software.
- Have capabilities of identifying and checking the data quality by performing data scrubbing actions to eliminate non-insightful responses, straight liners, speeders, laggards and other relevant factors.
- Successfully managed and delivered 100+ of concurrent market research projects, exceeding client expectations and achieving high levels of client satisfaction CSAT.

CONTACT INFO



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[Linkedin Profile](#)

CORE COMPETENCIES

- MR methodologies
- Data Analysis
- Trend Forecasting
- Consumer behavior analysis
- Data Visualization
- Survey design and analysis
- Report writing and presentation
- Qualitative and Quantitative analysis

TOOLS

- Qualtrics
- Cint Marketplace
- Purespectrum sotware
- Toluna Sample Xpress
- B3 Intellgence
- Microsoft Office 365
- Power BI Desktop
- Tableau
- MySQL
- Angular



A DENSTU COMPANY - UGAM

Analyst [Jun'22 to Nov'23]

- Expertise in setting up the survey on Qualtrics platform from scratch using the questionnaire including the backend setup like variables, scoring, email distribution, API and redirects.
- Developed complex Ad-hoc survey requirements and questionnaire building.
- Skilled in applying quotas, target and screeners as well as testing surveys for programming logics and survey flows.
- Work upon ad-hoc custom complex programming requests for desired front end view of survey and backend functionalities..
- Independently worked on the complex projects in the Qualtrics which requires JavaScripting.
- Ensuring to test the survey for programming, quota captures and survey flow logics.



Associate Analyst [Dec'21 to May'22]

- Proficient in survey programming into Qualtrics platform, having undergone training for same.
- Trained to create the dashboard by using story-telling methodologies to convey the understanding of the data.
- Trained to create the ad-hoc BX projects and BX trackers.
- Trained and have expertise and efficiency to use Microsoft Outlook, excel.



CODEWIND TECHNOLOGIES

Web Developer [Jun'21 to Jul'22]

- Developed user interface with modern JavaScript frameworks, HTML5 and CSS3.
- Learned multiple threading, concurrency, design patterns and their impacts on application concurrency.



EDUCATION

BE in INFORMATION TECHNOLOGY [2018-2022] - **8.6 CGPA**

VasantDada Patil Pratishthan's College of Engineering, Mumbai University

HIGHER SECONDARY SCHOOL [2017-2018] - **70.46%**

Shankarrao Chavan Jr. College, Kamothe, Maharashtra State Board.

SSC [2015-2016] - **89.20%**

St. Joseph's high school, Kalamboli, Maharashtra State Board.

ACHIEVEMENTS

- Climb High Team Award from Denstu
- Certificate for pushing boundaries in October 2023.
- 5 Star on Hackerrank in Python
- 4 Star on Hackerrank in Problem Solving

CERTIFICATIONS

- Exploratory Data Analysis for Machine Learning with 75% authorized by IBM.
- Angular training certificate with 70% from Internshala.
- Python Programming and Artificial Intelligence beginner level course from MyCaptain.

TECHNICAL SKILLS

- Survey Design
- Dashboard Building
- SQL Queries(MySQL)
- Excel and VBA
- Qualtrics Platform
- Python
- Java
- TypeScript and Javascript
- Angular

HOBBIES

- Sketching
- Painting
- Teaching
- Cricket