

SaurabhSingh Bais

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Career Objective

To leverage my extensive experience and expertise in market research acquired over more than 7 years, to drive actionable insights and strategic decision making for organizations, while continuously expanding my knowledge and skills in the rapidly evolving field of market research. I aim to contribute to the success of companies by advanced methodologies, innovative technologies, and a deep understanding of consumer behavior, thereby optimizing marketing strategies and fueling business growth. Ready to learn and explore new horizons.

Summary

- Experience of working on Market Research & Retail Data Analytics.
 - Experienced in performing large data operations using programming and database management tools.
 - Proficiency in statistical tools and it's application.
 - Effectively handle large Nielsen retail store level audit data to draw insights through Descriptive and Inferential Analysis.
 - Effective Stakeholder management and interpersonal skills leading to client satisfaction.
 - Worked in organized & planned manner, handled multiple tasks & project to manage resource & timelines.
 - Skilled in terms of Written & Verbal communication.
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Work Experience

Senior Data Analyst, NielsenIQ, Vadodara – August 2021 – Present

Roles and Responsibilities

- Guiding analyst to deliver Price and Promotion projects and mentoring them to deliver the project on their own.
- Derive price elasticity, promotional uplifts to arrive at optimum business strategy keeping Client's business issue in mind
- Coordinating training programs within the team and across regions
- Driving results using the Nielsen database like Connect, bdl, Discover, etc.
- Upskilling the team on statistics knowledge
- Worked for different clients like PepsiCo, J&J, Mars, Kraft Heinz, Sanofi, P&G, Goya and Nestle Purina etc.

Business Analyst, Tata Consultancy Services Ltd., Vadodara – July 2018 - June 2021

Roles and Responsibilities

- Working on Price & Promotion based on Client's business issue to identify key business drivers.
- Establish Retail samples and monitor universe estimates for Europe Countries & United State of America
- Provide process training to team members and mentor them during daily process activity by monitoring their development through process discussions & exercises.
 - Identify key business drivers, efficient promotions, optimum pricing & discount strategy.

American InfoSource Pvt Ltd., Vadodara – November 2016 - July 2018

Roles and Responsibilities

- Generate weekly report on sales of commodities.
 - Present progress report and identify area of improvement
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Achievements

- On The Spot Awards (Nielsen).
- STAR Performer Awards (TCS).
- Appreciation Received for Multiple Projects for delivering report beyond expectations and in timely manner.

Academic Qualification

• **Bachelors in science (Statistics) + Master’s in science (Bio Statistics)** – May 2016 – 60 % from The Maharaja Sayajirao University of Baroda

Tools & Statistical skills

- Python – Manipulating massive data, data analysis.
- Power BI – Creating/Updating as per requirement.
- SAS - Import/Export data, generating reports using Proc & Data Statements.
- MS Excel - Preparing formula-based templates using wide range of Excel functions, Pivot table, Charts, Data analysis tool pack, Excel VBA macro.
- Statistical techniques

Hobbies

- Travelling different places
- Playing Cricket, Table tennis
- Reading and learning about different geopolitics events