

VIVEK BHAT

vivekbhat560@gmail.com

<https://www.linkedin.com/in/vivek-b-a08953188/>

+919682627337

Mumbai, Maharashtra, India

Market research professional with expertise in both qualitative and quantitative research within the FMCG sector. Skilled at analyzing consumer behavior, brand performance, and market trends to deliver actionable insights.

Work Experience

Research Associate

Oct 2024 - May 2025

Innova Market Insights / Remote

- Tracking personal care, home care and beauty care categories to identify emerging trend movements.
- Identifying trends related to ingredients, packaging, products, consumer behavior and categories.
- Translating research insights into high-quality reports to support strategic decision-making.
- Using primary and secondary research to gather information about categories.
- Conducting data-driven analyses using the Innova database to extract valuable industry insights.

Executive Trainee - Relationship Manager - EEG

Aug 2023 - Sep 2024

HDFC Bank / Mumbai

- Disbursed three enhancement cases with a total value of Rs 85 Lakh, along with an Rs 42 Lakh NTB GST-OD case
- Managed an existing portfolio by ensuring timely loan renewals and mitigating risks.
- Conducted financial analysis to assess clients working capital requirements.
- Collaborated with credit, operations and legal teams for loan sanctioning and disbursement.
- Collaborated with four branches to optimize lead conversions and efficiently resolve consumer complaints.

Intern

Mar 2023 - Jun 2023

Kantar / Mumbai

- Analyzed brand saliency and consumer behavior within the personal care category.
- Provided insights on key performance indicators for Unilever's brands and its competitors.
- Evaluated Unilever advertisements to identify scenes that maximized consumer engagement.
- Transformed open-ended responses from respondents into meaningful, actionable data.
- Prepared 1st draft of recruitment questionnaires for projects.

Intern

May 2022 - Jun 2022

ICICI Home Finance / Mumbai

- Recommended a 35% reduction in the turnaround time for the insurance issuance process.
- Analyzed historical data and conducted a pilot run to minimize rework and optimize efficiency.
- Studied the home loan disbursement and insurance issuance workflow to identify process bottlenecks.
- Utilized quantitative research to enhance operational processes.

Projects

Study of consumer behavior towards incense sticks

Jan 2023 - Jun 2023

Studied the factors influencing the consumer purchasing behavior towards incense sticks.
Conducted quantitative research to measure consumer perception towards incense sticks.
Recommended that consumers prefer multi-purpose, aromatherapy and eco-friendly incense sticks.

Comparative analysis of product and services of Tata and Adani Power

Jan 2023 - Jun 2023

Studied the brief history of the power sector & its evolution over time.
Conducted quantitative research to understand consumer perception towards Tata and Adani Power.
Concluded that Adani power is preferred in Mumbai for its uninterrupted, lower cost power supply.

Core Skills

Data analysis and visualization, Client management, Presentation skills, Critical thinking, Financial analysis, Statistical Analysis, Market research and consumer insights, Problem solving, Interpersonal skills, MS - Office

Education

Chetana's R.K Institute of Management and Research

Jun 2021 - Jun 2023

Master of Management Studies

GPA: 7.80

Chandigarh Group of colleges

Jun 2018 - Jun 2021

Bachelor of Business Administration

GPA: 7.49

Research Paper Participation

Impact of supply-chain shocks on SME's during COVID-19, SIMSREE College, Mumbai

Impact of educated but unemployed women on economy, NM college of commerce and economics, Mumbai

Gene therapy and mutation, IIT Madras

Certificates

Innovation in Marketing and Marketing of Innovation

May 2025, NPTEL

Research methodology

Jan 2022, ESSGEE

HUL LIME Season 14

Jul 2022, HUL

Position of responsibility

Brand Committee - Managed social media content for the institute and collaborated with the photography team.

Alumni Committee - Established connections with college alumni for organizing college event – Reminiscence