

# ANKIT KASHINATH AGHAV

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## SUMMARY

As I pursue MBA in Marketing, I have refined my strategic market research skills and gained profound insights into market trends and consumer behaviour during my internship. My advanced coursework has deepened my expertise in marketing, sales, and research. I am eager to channel my knowledge and passion into crafting innovative strategies that drive organizational success and make a significant impact in the marketing field.

## EXPERIENCE

### Research Trainee

#### Coherent Market Insights

24th June 2024 to 31st August 2024, Pune

- Conducting comprehensive secondary research across various markets within the ICT sector and performing detailed market segmentations, developing extensive company profiles, and generating sample reports..

## PROJECT

### A Study on Market Overview of ICT Industry

#### Coherent Market Insights

- The project focuses on identifying and analysing key market segments within the Information and Communication Technology (ICT) sector.
- The project aims to evaluate the competitive landscape, assess market trends, and provide actionable insights that will help organizations position themselves effectively.
- By segmenting the market and analysing competitors, the project seeks to inform strategic decisions that drive growth and enhance market positioning in the rapidly evolving ICT industry..

## EDUCATION

### MBA - Marketing

Indira school of Business Studies Pune • Pursuing

### BE in Civil Engineering

YCCE Nagpur • 2023

### HSC in Science

People's junior Yavatmal • 2018

### SSC

Susanskar Vidya Mandir Yavatmal • 2016

## CERTIFICATIONS

Business Analytics Foundations Descriptive Exploratory and Explanatory Analytics

Business Development Foundations Researching Market and Customer Needs

Workshop by Dale Carnegie on Sales training: Winning with Relationship Selling

## INVOLVEMENT

#### YCCE

- Volunteered "Antogatva 2021" organized by Media club.

#### YCCE

- Representative of Civil Engineering Department, IRO (International Relations Office).

## SKILLS

Business Analysis  
Market research  
Relationship Buildings  
Project management  
Strategic planning

Languages: English, Hindi and Marathi

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