Varsha Sengar

Market Research and Insights Professional

An astute & result oriented professional with over 7 years of work experience across research and consulting projects in IT.

Forte: Business research, Insights generation,

Technology research

Education

MBA – Marketing and Banking | 2014-2016
IBS Hyderabad

B.Com (Hons.) – Finance and Marketing | 2011-2014
Amity University, Gwalior

Skills

MS PowerPoint, MS excel, competitive intelligence, company profiling, market analysis, market sizing, competitor analysis

Interests

- Chess and Badminton player
- Singing, Calligraphy, Art and
- Craft, Fashion and Food blogging

Contact Details

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Senior Analyst, Information Services Group (ISG)

(Aug 2021 – Present)

- Experienced in market research and consulting industry - IT and Non-IT sectors, competitive mapping and provider profiling
- Tracking enterprise needs and focus areas. Performed market screenings in sectors like Retail, Manufacturing to find industry insights, technology transformation and regional updates
- Co-authored industry research report and authored the Market Summary and Focal Points publications emphasizing on actionable insights for service lines such as supply chain with prevailing tech trends like ESG, Digital twin and more
- Analyzed provider responses and worked on developing analyst viewpoints
- Conducted secondary research through subscription databases such as Captial IQ, Apollo.io, ZoomInfo, and other general secondary sources to consolidate information and deliver analyst insight

Senior Research Analyst, Course5 Intelligence

(Jan 17 – Jul 2021)

- Conduct in depth business-to-business research through secondary sources, analyze industry trends and data, generate client-focused reports, briefings, presentations and other project materials focused on the Tech industry
- Authoring market reports and other thought leadership deliverables, such as white papers, case studies etc. for marketing collaterals
- Work directly and closely with clients on consulting projects, contribute industry news and articles and deliver presentations
- Continuously monitor the Information Technology market, and provide insightful analysis to clients
- Regularly publish newsletters on various market technology trends, competitor updates and their implications for clients
- Worked on technology projects: Smart Home, IoT, Autonomous cars, Cloud, and others
- Conducted secondary research through subscription databases such as MS Library, Captial IQ, D&B Hoovers, Owler, Gartner, and Forrester and other general secondary sources such as journals, annual reports, whitepapers, and company websites

Summer Trainee, Nielsen *(Feb'15 – May'15)*

- CoreMandate: Interviewing the customers
- Built and designed the marketing research questionnaires
- Handled primary research request for clients
- Conducted surveys for clients
- Analyzed the impact of customer satisfaction on the sales in sportswear industry
- Provided recommendation to the client

Certification

- LinkedIn Learning for Professionals