**AKASH KUMAR**

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I have 3 years of experience in Research Analyst profile, well-versed in data Collection or Qualitative Research, Media Analytics reports and Business Intelligence Tools like Microsoft Tools (Excel, Power Query, Power BI, Power Point Slides and SQL)  along with expertise in Client Communication, Project Management.

**Tool Specific Skills**

Excel ◼◼◼◼◼◼◼◼◼◼

Presentation ◼◼◼◼◼◼◼◼◼◼

Power Query ◼◼◼◼◼◼◼◼◼◼

Power BI ◼◼◼◼◼◼◼◼◼◼

SQL ◼◼◼◼◼◼◼◼◼◼

Research ◼◼◼◼◼◼◼◼◼◼

**Highlights:**

* Part of the Research Team for monitoring the market related news for our clients and maintaining daily report on Client, Customer, Competitor, Market, Economic & Govt Policies.
* Preparing a detailed report on Daily based news and weekly reports on client related top news.
* Working on Database and research related tools like NLT, Horreum, Factiva, SQL and prepared the dashboard on Excel and PowerBI

**Academic Information**

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| **EXAMINATION** | **YEAR** | **UNIVERSITY / BOARD** |
| MBA (Marketing & HR) | 2013-2015 | Maharshi Dayanand university, Haryana |
| B.A (Geography Honors) | 2006-2010 | Delhi university |
| Sr. Sec. School Exam. (12th) | 2006 | CBSE, Delhi |
| Sec. School Exam. (10th) | 2004 | CBSE, Delhi |

# Work exp. and responsibilities DETAILS

## **Prime Research (Aug 2017 to May 2020)**

**Role:** Sr. Research Analyst

**Responsibilities/Projects:**

* As a part of the research team under Cision, took ownership for the Research on relevant Article to surface the project requirements.
* Responsible for sharing complete information to team members about the project and Training them along with sharing the Timely updates with team members around new changes in the project.
* Working on database and research related tools like Newsletter Tools, Horreum, Factiva and Excel.
* Responsible from the scratch to report delivery which includes stages like Research, Analyzing, Repot Creation and Sharing with the users.
* Preparing weekly and monthly reports to support the business.
* Responsible for accommodating the new requirements on Adhoc basis and deliver them on time to ensure smooth busines functioning.

**Project 1: Audi (Automotive Sector)**

* Collect data for the project from Secondary Sources like Online research (Google research and Horreum) and Print research data collecting by Magazines & Daily Newspapers (English, Hindi and Other Language).
* Analyzing the Collecting articles and dividing them into (Audi India, Competitor, Market, Economy, Political and Automotive society).
* Uploading all the Collecting and analysis data on Newsletter Tools and Making a PDF format report.
* Making a database on Excel and dividing it into 3 sections {Audi India, Competitor (Jaguar, Mercedes, Volvo, Porsche) and Market}.

**Project 2: Clariant (Chemical Sector)**

* Collect data for the project from Secondary Sources like Online research (Google research, Old reader, Polymerupdate, BSE, Money Control, Chemarc, Factiva (Article Search), Press Reader, Online Magazine (Issue) etc) and Print research data collecting by Magazines & Daily Newspapers.
* Analyzing All of the Collecting articles and dividing them into (Clariant India, Global, Market, Competitor, Customer, India Extended Region, Economy and Political) and MENA (Middle East, Turkey, Africa)
* Uploading all extracted information on Newsletter Tools and Making a PDF format report.
* Making a database on Excel and dividing it into Different-different sections (Positive & Negative News) & (Company News, Competitor News, Technology News, Govt Policies).
* Created the Excel based dashboard which provides visibility to our clients and easy to understand media and market related situations.
* Collected monthly data for upcoming India and Middle East events, Shows, Conferences and seminars and sending to Clariant India and MENA (Senior level person and PR Team).

**Project 3: Nike and Adidas (FMCG)**

* In Nike and Adidas Project, we do Social Media Research and Analysis.
* As per project requirement, we collect data from social media portals like Twitter, Facebook, Instagram.
* In Social Media Research, we focused on collecting the data related to areas like Sportsman, Fashion Model and Celebrity.
* Uploaded all the data in the Excel sheet and created a report on this data with Summary level views supported with visuals and detail-oriented table for drill down approach.
* Created the Excel based dashboard which provides visibility to our clients and easy to understand Social media Status on their Products

**Internship & Project work**

**Third Semester Project**

·         Worked with **“Amul ltd.”** In its Marketing Research Department.

·         How Amul milk products are different from other company’s milk products.

·         Collect data from Retailers, Wholesalers and consumers. Some information collected from the internet websites.

**Fourth Semester Project**

·         Made a report on **“Pizza Hut”,** under which we analyzed the marketing strategy of pizza hut and its competitors.

**Skills**

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| --- | --- |
| **PROFESSIONAL** | **PERSONAL** |
| * Research Methodology (Primary and Secondary). | * Creative and imaginations skills. |
| * Strong knowledge of SWOT, PESTLE, BCG, PORTER, GE Matrix and other Business Models. | * Problem Analysis, use of judgment and ability to solve problems efficiently. |
| * Excellent Analytical and logical Skills. | * Influencing and Negotiation Skills. |
| * Knowledge of Marketing, Market Research and Analysis. | * Make a good relationship with clients. |
| * Data Visualization | * Curiosity to Increase Knowledge. |

**Declaration**

I hereby declare that all the above statements are true to the best of my knowledge and belief.

Place: Signature

Date: Akash Kumar