

## Profile

Assistant Manager, Data and Research | Professional with 5 years of industry experience specializing in Business Intelligence, Data Mining, and Advanced Visualization. Strong expertise in data analysis and research, with a proven track record in transforming complex datasets into actionable insights. Adept at leading data visualization and reporting projects, delivering high-impact reports that drive strategic decision-making. Seeking to leverage analytical skills in senior research and data analysis roles

## Professional Experience

**Assistant Manager** | Market Research and Data Analytics Team | Benori  
(Progressed from Analyst to Senior Analyst to AM)

Sep, 2020 - Present

- Led **BI reporting initiative** in the insurance domain; engineered data pipelines to structure unstructured data, extracted and analyzed key metrics, and created interactive Power BI dashboards for stakeholders, enabling data-driven decision-making. Played an active role in the creation of a centralized data repository for strategy and marketing teams, along with the establishment of unified KPI metrics
- Conducted **macro-economic analysis and market sizing exercise** for a German manufacturing client's global expansion strategy; evaluated international markets using economic indicators, competitive analysis, and demand forecasts to identify new product opportunities and inform strategic planning
- Led a large-scale **Net Zero KPI tracking initiative** of 4,000 global companies, managing a cross-functional team of 15+ data and research analysts. Executed a robust data pipeline to extract ~250,000 data points across 64 sustainability KPIs using advanced LLMs, enabling automated ESG insights generation. Collaborated with technical teams to refine prompt frameworks for improved LLM accuracy and delivered a centralized, interactive dashboard visualizing ESG performance across thousands of firms
- Managed a **database modernization initiative** for a UK healthcare investment firm; led a team of 8-9 analysts to consolidate and cleanse large datasets through in-depth secondary research, and improved data quality to support investment analytics and reporting
- Led a **market entry strategy project** for an education-sector client in collaboration with a leading PS firm in the ME market; conducted comprehensive market research, built financial models, and performed location analysis to identify high-potential markets and inform strategic expansion plans
- Implemented a **sustainability analysis project for a global think tank**; applied an ESG scoring framework to evaluate the performance of leading asset management companies, analyzing environmental, social, and governance metrics and reporting sustainability ratings to stakeholders through in-depth secondary research and benchmarking analysis
- Worked on multiple **customer sentiment analysis projects** for numerous B2B and B2C clients; leveraged advanced Excel analytics on survey data, building visual dashboards and in-depth reports to convey insights that improved customer satisfaction and guided marketing strategies
- Authored **market research and thought-leadership reports** for a global consultancy; performed market sizing and opportunity analysis in key sectors (financial services among others), providing strategic insights and recommendations to senior leadership

## Technical Skills

Primary and Secondary Research | Data Analysis and Visualisation | Survey Data Analysis | Market Intelligence and Reporting | Research and Strategy | Business Intelligence Reporting | Advanced MS Office – Excel, PPT | Power BI | MySQL | Python Programming | Introductory Tableau | Project Management – Client and Vendor Side |

## Educational Qualifications

### University of Edinburgh | Scotland

Post Graduate Diploma in Data Science

Sep, 2018 – Dec 2019

Data Mining and Pattern Recognition, Database Management (MySQL), Machine Learning (Regression and Classification)

### St. Stephen's College | Delhi University

Bachelor of Science (Hons.) in Physics | Minors in Mathematics

Jul 2015 – May 2018

### St. Xavier's Sr. Sec. School | Delhi

High School Diploma | Science Stream (Physics, Chemistry, Math, Computer Science)

2002 – May, 2015

## Scholarships and Awards

### SMAT Scholar | 2013

Participated in the pilot project on “Identification of Gifted Children in Science and Mathematics” by the Office of Scientific Advisory to the Government of India

### INSPIRE Scholar, DST | 2015

Secured Scholarship from the Department of Science and Technology (DST), Government of India for securing rank in the top 1% nationwide in Class 12 (Plus Two) in CBSE Board Exams

## Certifications

### META Database Engineer Professional Certificate (Hyper-linked)

- [Introduction to databases](#)
- [Version Control](#)
- [Database Structures and Management with MySQL](#)
- [Advanced MySQL Topics](#)
- [Programming in Python](#)
- [Database Clients](#)
- [Advanced Data Modelling](#)