**PAVAN METRI**

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**EXPERIENCED INDUSTRY ANALYST**

A dynamic business consulting professional with over 11 years of proven track record in solving business problems through Competitive Bench-marking, Concept Testing, Research, Market sizing, Forecasting, Report writing & Proposal Building.

**Synopsis:**

* Consulting and advisory services to top tier IT firms in the areas of artificial intelligence, robotics, analytics, security and cloud. Hands-on experience with strategy, consulting and competitive analysis.
* Market mapping estimation and forecasting with defined research methodology, strong analytical and critical thinking.
* Built and maintained business models and converted findings to actionable business impact.
* Handled consulting assignments/projects worth more than 1 MN USD in last two years.

**Categories of projects handled**:

Strategy/Consulting, Data Mining, Media & Blog Coverage Analysis, involving primary research, ranging across several verticals like banking, insurance, consumer electronics, retail, etc

**Software Skills:**

Expertise with MS Office Suite of Applications, Voice of Customer Analytics (VOCA), Excel automation - VBA

**Expert in a multitude of research databases and tools including:**

Factiva, Bloomberg, Academic Databases, Financial Databases like S&P, Moody’s, Fitch, Thomson Research, Thomson Banker & Securities Mosaic, Lexis Nexis, One Source, Sysomos, Salesforce, & Hoovers Online

**Work Experience Summary**

**Borderless Access as Account Manager – Research & Analysis: (October 2018 till date)**

* Advise institutions understanding their key target audiences and address the challenges they face through market research
* Provide complete range of quantitative & qualitative marketing research services

**Infoholic Research, as Assistant Manager – Research and Consulting:** (From Dec 2017 till September 2018)

* Responsible for end to end activities which includes business development, client interaction, proposal submission, execution and project delivery mainly on consulting assignments.
* Focusing on ICT, Healthcare, Automobiles, Retail and Semiconductor sector

**Achievements** - Successfully closed deals in the following sectors in a span of 9 months – ICT, Healthcare, Retail, Semi-conductors, etc worth more than 50 Lacks INR

* Introduced new products like full time engagement and subscription models and worked on GTM strategies for clients

**Projects in Infoholic Research:**

* **Mergers and Acquisition – Strategic Guidance Evaluation Report**

Project Description**:** Philips intended to identify potential companies for its inorganic growth through acquisition strategy in the lighting market in Philippines. Identified and defined key metrics to identify and select/recommend potential players for acquisition. Offered strategically analyzed potential players to be considered for acquisition by Philips Lighting.

* **Retail – MAS**

Project Description**:** MAS – an almond powder manufacture wanted to understand the pulse of the market from both the supply and demand side with the objective to increase its market share in South India. Provided a detailed assessment of the influencing factors from demand (consumers and retailers) and supply (manufacturers and suppliers) sides

**IDC Bangalore, as Sr. Analyst – Software - Analysis and Research:** (From July 2015 till Dec 2017)

* Business analysis for major verticals and custom consulting projects in IT space. Data analysis included data collection, processing, mapping, weighting, forecasting, modeling & maintenance of databases for regional research.
* Report writing via consolidation of primary research conducted via interviews (vendors, end users & distributors). Software domain specializing on constructing reports and research at sub-regional and regional levels.

**Achievements** – Successfully answered customer facing inquiries and tracked channel partner interactions for validations.

**Projects in IDC:**

* **Business Analytics India Market – Research Report**

Project Description**:** “Business Analytics in India” – Business outlook for business analytics market, from short/long-term perspective. Interviewed industry experts and advised technology suppliers and end users on how analytics is consumed and its business impact. Business and technology executives, decision makers, CXOs, consume this report while looking to understand new business opportunities in India. End users look at this report for better operational impact. [Link](http://www.idc.com/getdoc.jsp?containerId=AP40433416)

* **Digital Transformation – Consulting Project (Indian Banking sector)**

Project Description**:** Cisco wanted to understand the maturity landscape of Indian banking sector in the areas of security, analytics, mobility and cloud. Highlighted winning factors in digital transformation to help Cisco tap into the public and private sector banks. Evaluated major banks based on their business priorities (short &long term) in deciding winning factors. Recommended to invest in strong partner eco-system which helped expand their business by 20% in two years.

**Razorsight Bangalore, India as Business Analyst in Telecom:** (January, 2014 till July 2015)

* Translated business needs into actionable business requirement and projects. Assisted and provide inputs in cross product integration. Identified product areas of improvement and provided solutions.
* Defining the business needs through market assessment and customer requirements and defining detail functional requirements with significant input to translating the same to technical requirements.

**Achievements –** Developed excel VBA automationwhich improved productivity by 80%

**IBM Daksh Bangalore, India as Assistant Manager in Research & Analytics:**  (August, 2012 till August 2013)

* Provided analytical solutions through consulting experience in verticals such as Aviation, Automobiles, IT, delivering text analytics on large structured and unstructured data corpuses.
* Analyzed social media content to identify relevant pressing issues, threats, and opportunities, and developing succinct reports to inform stakeholders using text analytics.

**Achievements** - Implemented listening queries in social media measurement tools to monitor "brand-specific" online conversation. Generated comprehensive standard reports / dashboards that visually represented KPIs.

**Blueocean Market Intelligence as Research Analyst:**  (November, 2009 till August, 2012)

* Tracked the consumer electronics and software market segments in terms of market sentiments of individual devices, online traction and reporting.
* Executed custom research studies for clients – coordinate with analysis team with strong people management skills for data tabulation/analysis, support project manager in creating custom reports.

**Achievements** – Developed template for tracking Competitive intelligence – this was based on secondary and primary research on branding related aspects of software companies, their marketing and product strategies, comparing with competitors and providing recommendations.

**Empower Research Knowledge Services Pvt. Ltd., as Research Analyst:**  (From January 2008 till April 2009)

* Provided solutions through industry analysis, competitive intelligence, blog analysis, and collateral content development. Drew meaningful insights from raw data and provided services in market research.
* Conducted a research paper on “Social Media in India” to understand the outlook for social media in India from a short and a long-term perspective. This helped firms to connect with their customers.

**Academic Education:**

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| **Qualification** | **Institution/University** | **Year of Completion** |
| MBA | Ohio University, Christ College, Bangalore, India | 2008 |
| B.E. – E & C | Gogte Institute of Technology, Belgaum, Karnataka | 2006 |

**Personal Interests:**

Researching on Astronomy, Space Sciences, specially about stellar evolution and death