



Monisha Loganathan

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SKILLS

- Internet
- MS Office Outlook
- MS Office Word
- MS Powerpoint
- VLOOKUP
- PIVOT Table
- Problem Solving
- Market Research
- Online research
- Consumer goods
- Microsoft Excel
- E-commerce
- Product search
- Internet search
- U.S Market
- Online shopping
- FMCG
- Data process
- Product information
- Data Collection Processes
- Product Specifications
- Data Analysis
- Consumer Research
- Collect Data
- Competitive Research
- Research
- Microsoft Office
- Database Skills
- Data and Analytics
- Public Information Research
- Google sheet
- U.S Retailer store

PROFESSIONAL SUMMARY

Market Research Analyst Capable of evaluating the market and competitive conditions. Determined to achieve maximum business growth and meet all objectives and goals.

WORK HISTORY

July 2017 - February 2023

Information Processing Specialist, Tata Consultancy Services

- Market Research domain (United States) worked for Nielseniq company Market research in consumer goods data classification as per client requirement as data analysis based on different preference works are done
- Collecting ellaborating.detailing.classified, final output
- Fmcg products, food, non food online and offline products knowledge are being experienced
- Collected and analyzed data from variety of sources to create detailed market research reports for top-level decision makers.
- E-commerce us based on the online shopping details and data is being collected and given as survey of the different retailers to the competitors for their development, innovative, modulation trend of the consumer products and services.
- Collated information to interpret data for clients.
- Analyze, interpret, and translate FMCG industry trends, and make database recommendations based on empirical evidence that solves for key business issues.

EDUCATION

2017

B.B.A/ B.M.S, Business Administration

Vidhya Sagar Women's College, Chengalpattu

GPA: 68%