**Vidya Suresh Mobile: +91 9686566000 || E-Mail: vidya.s1109@gmail.com**

**MARKET RESEARCH ANALYST - PROCESS MANAGER**

**PROFILE**

Analytical and results-driven market research professional with 10 years extensive experience impacting organizational performance through expert market research and analysis. Uniquely positioned to deliver clear, effective corporate messaging, exceptional Project/ Program Management and Service Delivery. Expert marketing analyst with exceptional knowledge of analyzing and interpreting customer and market data with core competency in quantitative projects for diverse customer segments and product categories across the spectrum for global markets. Exceptional strategist analyzing trends and forecasting sales to develop long-term strategies, key objectives, and operations execution plans based on business best practices as well as maximum growth and profitability.

**COMPETENCY COVERS**

**Business Analysis**

* Conducting GAP/ AS-IS analysis as well as completing document analysis, requirements gathering, etc. Studying business process descriptions, use cases, scenarios, event lists, competitive products, task and workflow analysis, and/or viewpoints.
* Mapping market requirements for process enhancements / application development and translating requirements to functional specifications.

**Quantitative Market Research**

* **Strategic Market Segmentation** based on customer motivation and customer needs. Pre and post launch analysis of concepts and products to maximize business profits. Measuring the real equity of a brand in terms of actual market conditions (availability, price, promotional offers). Market sizing and market understanding.
* **Corporate Equity Measurement** presenting reports through Excel Charts / SQL queries, Business Reports/ Dashboard. and Customer satisfaction.

**Customer Relationship Management**

* Supervising customer service operations implementing process improvement innovative ideas leading to cost savings and achieving quality service delivery.
* Providing Assistance to the first line support groups by coordinating with the various resolving groups in resolving customer issues within the minimum TAT.

**CAREER SPAN ACROSS**

**Hewlett Packard Inc. Sales Support Management Analyst-1 May 2019 Onwards**

* Functioned as a single point of contact for process related questions / issues and facilitates process meetings - daily operations.
* Provided comprehensive reports:
  + Operational and service and explains service level support available to internal or external customers.
  + Various analytical findings in terms of percentages of incorrect documents.
  + Compiles, analyzes and reports statistical data and trends relating to service level compliance and operational effectiveness.
* **Effectively conducted Sales Market Research and analysis on:** Marketing activities with respect to each country, Client’s Product/Services.
* Transitioned technology and knowledge to ensure:
  + Ensures effective communication and coordination between support teams and customers.
  + Consistency of delivery, adherence to standard practices, and continuous improvement.
* Guided team by addressing challenges and reviewing performance / dashboard charts with core metrics displaying the timeliness, accuracy and productivity of the team.
* Provided expert oversight in handling operations as part of Partner Experience team handling payment contributions for Commercial partners.
* Provided assistance to patrons in conducting metrics & share with L3 and L4. Rendered support to data mining analysis.
* Managed the functionality and maintenance of internal management reports, E2E finance reporting and analysis regarding the sales using Advanced Excel, Power BI.
* Forged participation in the development plans and transformations for the simplification of the process.

**Accenture  Transaction Processing Representative Jan 2016 to May 2019**

* Efficiently coordinated operations:
  + Audited cases to ensure timeliness, accuracy, and compliance for regional and regulatory requirements, which resulted in annual score greater than 95%.
  + Published Dashboard and Report with the help of Sales Data for identifying Sales Growth, Fund Analysis, Analysis on Budget allocation.
* Engaged in preparing high / low-level process maps for better visualization of the work flow for the partners and new joiners.
* Equipped with comprehensive knowledge in process with deep understanding of marketing activities.
  + Functioned as process SME to drive process improvement projects.
  + Conducting process improvement/ Contra saving projects that helped operations meet and exceed quality standards and streamline processes to reduce cost.
  + Creating and revising procedures, checklist and job aids that resulted in process consistency and reduced error disputes.

**Hewlett Packard GBS Process Associate / Senior Process Associate Nov 2011 to Dec 2015**

* Thoroughly inspected complete functionality by validating:
  + Performance documents of the marketing execution as per the co-marketing guidelines.
  + Invoices and internal cost breakdown as per the policy Terms and Conditions.
* Provided proactive leadership to other to maintain 100% TAT and accuracy with Sigma score of 5.
* Rendered efficient service in maintaining: documentation for all the highlighted issues; progress report and publish to the management / customers.
* Assumed full responsibility in:
  + Analysing rejection report as per the Audit request.
  + Conducting team meetings to communicate issues/ latest process updates and to understand the concern of the team and to ensure proper flow of work.

**IBM Technical Representative Engineer May 2010 to Jul 2011**

* Assumed full responsibility in handling call for technical tool issues, access for the supporting tools for US based process.
* Applied diverse knowledge gathered at the client workshops for Process Improvement and new processes implementation.

**EDUCATION**

2007 Bachelor of Computer Science Maharani Lakshmi Ammanni College for Women.

2010 MCA KLE College

**TECHNOLOGY USED**

* Power BI
* MDF Tool
* SAP
* Rebates Higher
* Advanced MS Excel with VBA
* MS Office - Excel and Power Point

**PERSONAL DETAILS**

Date of Birth: 9th October 1986

Language Ability: English, Hindi, Kannada and Konkani