BHAVANA SANTHAPUR



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| [bhavana2sp@gmail.com](mailto:Bhavana2sp@gmail.com) |
| (+91) 9100105103 |
| Hyderabad, Telangana |

**Senior Market & Business Research Analyst**

**P R O F I L E O V E R V I E W**

* Offering over 5 years of performance excellence in driving and delivering analytics reports and solutions to turn data into information, information into insight and insight into effective business decisions.
* Strong approach in implementing research plans to conduct industry specific research, and compiling operational, market and competitive data.
* Skilled in reviewing and analyzing large set of quantitative/ qualitative data and analyzing graphs, charts & tables, etc. followed by developing informative reports that could help address strategic and tactical business goals.
* Profound ability in helping project managers gather information through primary and secondary research, conducting competitor analysis by keeping abreast of market trends & competitor moves.
* Hands on experience in talent acquisition with expertise in overall recruitment process.
* A focused and dedicated professional with interpersonal, negotiation and communication skills.

**C O R E C O M P E T E N C I E S**

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| * Primary & Secondary Research | * Competitors Analysis | * Market Communications |
| * Mathematical & Statistical Analysis | * Data Analytics | * Project Coordination |
| * Team Leadership | * Data Interpretation | * Stakeholder Management |

**P R O F E S S I O N A L E X P E R I E N C E**

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| *Role:* | **Sr. Market Research Analyst Nov 2018 - Present** | D:\GSR-Vaishali\Dropbox\Resume Bank - Website\Bhavana Santhapur_13133\logo-1.png |
| *Employer:* | **BizAlgo Systems Pvt. Ltd., Bangalore, India** |
| *Client:* | **WE Communications** |  |

*Responsibilities:*

* Drafted periodic reports and presentations, displaying graphical interpretations of complex findings and present to the management.
* Monitored and assessed data generated from social media, earned media and research on consumers and the marketplace.
* Conducted primary and secondary research on subject matters including competitor’s analysis, market trends etc., involving large set of quantitative/ qualitative data and analyzed graphs, charts & tables, etc. followed by developing informative reports that could help address strategic and tactical business goals.
* Has expertise in various data aggregation platforms like Talkwalker, Meltwater, etc.
* Synthesized learning's from research sources through statistical techniques and worked on conclusions for stakeholders.
* Applied insights garnered to develop recommendations for supporting business objectives of the client.
* Provided professional customer services to various clients including Lenovo Singapore, Tencent, Aruba in collaboration with WE Communications Singapore, while assessing progress and reflecting on new opportunities and requirements.

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| *Role:* | **HR Recruiter May 2018 - Nov 2018** | D:\GSR-Vaishali\Dropbox\Resume Bank - Website\Bhavana Santhapur_13133\dfi.jpg |
| *Employer:* | **DFI IT Solutions Pvt. Ltd, Hyderabad, India** |

*Responsibilities:*

* + Administered overall recruitment functions for all levels including entry, middle, and senior to source and staff right talent at the right place.
  + Partnered with staffing agencies to fill temporary and specialized positions.
  + Communicated with hiring managers to create and maintain recruiting and interviewing plans.
  + Handled applicant tracking system and provided training and tech support to management while integrating workforce development. Sustained business networking with stakeholders within the organization.
  + Ensured smooth induction of new employee into the company main stream and sent regular HR updates across all offices.

**A C A D E M I C C R E D E N T I A L S**

# MBA (Human Resources) | 2014

*Bhoj Reddy Engineering College for Women, Hyderabad, India*

# Bachelor of Science (Information Technology) | 2011

*Siddhartha Women's Degree College, Hyderabad, India*

# High School Diploma (Architecture) | 2008

*Smt. Durgabai Deshmukh Women's Technical Training Institute, Hyderabad, India*

**Technical Purview:**

MS Office Suite (Word, Excel, PowerPoint) | HTML | AutoCAD

**Academic Projects**

Project: **A Study on Attrition Control and Retention Strategies | Jan. 2013 – May 2013**

*BSNL Regional Telecom Training Centre, Hyderabad, India*