**Career Objective**

Quest for acing knowledge and grow as a professional in the dynamic environment by utilizing and enhancing the acquired skills thereby adding value to myself and the organization.

**Professional Experience**

Total Professional Experience: 4 years

**Company: SG Analytics Pvt Ltd**

**Location:** Hyderabad, Telangana

**Designation:** Associate Analyst

**Experience:** October 2019 – August 2021

**Roles and Responsibilities:**

* Analyzed companies based on the strength, weakness, opportunities, and threats (**SWOT**) analysis across various industries sectors globally
* Conducted **secondary research**, **company research**, analyzed industry outlooks, and regulatory aspects
* Gathered and Analyzed data from **company websites**, **annual report**, **regulatory filings**, and other third party sources (including Hoovers)
* Prepared **company analysis reports** (including strategy analysis, financial analysis, financial ratio analysis, operational analysis, and regulatory aspects impacting a company)
* Also, created, updated, and **published** **reports** independently
* Accelerated the production levels by **initiating new strategy** in the process
* Worked across **17 industry sectors** including, retail, healthcare, insurance, life science, retail banking, and manufacturing, among others
* Key skills obtained over the time include SWOT analysis, secondary research, report writing, and company analysis, among others

**Projects in SG Analytics:**

* Handled Client Request within the given time frames

**Company: Global Data Research Centre Pvt Ltd**

**Location:** Hyderabad, Telangana

**Designation:** Associate Analyst

**Experience:** January 2019 – October 2019

**Roles and Responsibilities:**

* Carried out secondary research and company analysis for **company profiling**.
* Conducted SWOT analysis for the companies, Company Ratios interpretations and annual report interpretations.
* Further, evaluated, analysed and formulated company corporate strategy, financial performance, operational performance, strategic performances and others.
* Gathered data from company websites, stock exchanges along with Bloomberg, Thomson Reuters, and Hoovers for obtaining required data.
* Worked on global companies of various industries including: Aerospace and Defense, Technology and Communication, Consumer Packaged Goods (CPG) and Retailing.
* Worked on company profiling of companies headquarter at Americas, Europe, APAC and Rest of the World.
* Some of the key skill obtained from the overall experience that I gained are: company profiling, conducting secondary research, company strategy formulation and others. MS-Office applications such as Excel, Word and Power-Point Presentation.

**Projects in Global Data:**

* Taxonomy project (company related industry tagging)
* Company index identification project
* Ultimate and immediate parent company identification project
* Incorporate address and Headquarter address tagging project

**Company: Industry ARC**

**Location:** Hyderabad, Telangana

**Designation:** Associate Research Analyst

**Experience:** January 2017 – March 2018

**Roles and Responsibilities:**

* Search and examine facts through primary and secondary research, **data analysis**, **market trend** analysis, **market estimation** and **market** **forecast** for regions including Americas, Europe, APAC and Others.
* Evaluate opportunities, challenges/constraints, market developments and others
* Gathered data from open-source database including organizational and government websites; hoovers; stock exchange; company annual reports and presentations; and LinkedIn for obtaining the required data and connecting to the right people in the market.
* **Authored and published syndicate reports**, brochures, press releases, articles, and other marketing collaterals. Co-authored **short-duration delivery reports** (express reports) and handled consultation projects.
* Some of the key skills obtained from the overall experience include analytical thinking, report writing, report presentation, conducting primary and secondary research, market sizing, and market forecasting, among others.

**Projects in Industry ARC:**

* Worked on various global reports in the fields of automotive, electronics, aerospace and defense and healthcare.
* Authored and published global market report on - Commercial Satellite Communication Market.
* Co-authored various reports like Automotive Data Analytics Market, Mobile Mapping Market, and others.
* Handled consultation projects including Emerson Distribution Project and others.

**Educational Qualification**

* **Masters of Business Administration (MBA),** with specialization in Marketing and Finance, from Gokaraju Rangaraju Institute of Engg. & Tech, Hyderabad (Affiliated by JNTU) from 2015 to 2017 with 90% (9.03 CGPA out of 10).
* **Bachelor of Commerce (B.Com)**, with specialization in Computers, from Rishi UBR Women’s Degree College, Hyderabad (Affiliated by Osmania University) from 2013 to 2015 with 76%.
* **12th** with specialization in Commerce from Lions English School, Gujarat (C.B.S.E) in 2012 with 65%.
* **10th** - from Lions English School, Gujarat (C.B.S.E) in 2010 with 70%.

**Computer Proficiency**

* Tally
* MS-Word
* MS-Excel
* MS-PowerPoint

**Other Interests / Achievements**

* Led the team and Achieved 1st prize in AD-Making of Sankalp organized by Malla Reddy College of Engineering and Technology during MBA.
* Have been a team member and Achieved 2nd prize in an entrepreneur competition in GRIET during MBA.
* Positivity, Quick Learning and Hardworking are some of my behaviour traits
* Passionate about photography

**Other Contact Links**

LinkedIn: <https://www.linkedin.com/in/deepa-varma-28b114109/>