

Arpit chaudhary

Research Analyst

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SKILLS

- Familiarity with data management tools and languages eg. **SQL**, **Microsoft Excel**, and **Microsoft PowerPoint**.
- Effective *Time Management* and ability to handle multiple tasks.
- Team player with a willingness to learn and adapt to new technologies and tools
- Strong analytical skills and attention to detail.
- Problem-solving & Critical thinking.
- Comprehensive understanding of marketing principles and practices

EXPERIENCE

Reliance jio infocomm Ltd, Dehradun - Home Sales Officers

April 2021 - October 2022

- Working on the lead generations .
- Sales Management, to maintain the sales .
- Customer Relationship - helps to stay connected with customers and improve profitability .

PROJECT

- **Market Research on House Helper Service:**
 - Conducted comprehensive market research on the house helper service industry, analysing key trends, competitors, and customer preferences.
 - Utilised a variety of research methods, including surveys, interviews, and data analysis, to gather insights on target demographics and their needs in relation to house helper services.
 - Identified potential market gaps and opportunities for the house helper service industry, providing valuable recommendations for business growth and customer acquisition.
- **IPL data analysis:**
 - Conducted in-depth analysis of the IPL dataset spanning from 2008 to 2020, extracting key insights on team performance, player statistics, and match outcomes.
 - Utilised data visualisation techniques to create meaningful plots and charts, enabling clear visualisation of trends, patterns, and correlations within the IPL dataset
 - Analysed team performance metrics such as win-loss records, net run rate, and average scores to assess the overall competitiveness and success rates of different IPL teams over the years.

EDUCATION

Institute of management studies , Roorkee - BBA

August 2019 - December 2022

- Attended BBA program with specialisation in Marketing
- Gained comprehensive understanding of the principles and practices that drive successful marketing strategies
- Developed a strong foundation in areas of **Consumer Behavior, Market research, Digital marketing, Advertising**.

Additional Details

- Interests: *Marketing Research, Data analytics*
- Hobbies: Listening Music, Fitness