

# Jignyasa A. Rikame

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## Objective

Analytical and detail-oriented professional with experience in market research, data analytics, and performance insights. Adept at uncovering trends, evaluating business performance, and driving actionable recommendations through data. Passionate about leveraging analytics to accelerate growth in dynamic D2C and FMCG environments.

## Key Skills

- Data Analysis & Research: Market Sizing, Trend Identification, Segmentation, Forecasting, Business Insights
- Tools: Excel, R, Python, Power BI (Basic), SQL (Basic), SPSS
- Techniques: Data Cleaning, Regression Analysis, Time Series Modeling, Statistical Analysis, Data Visualization
- Soft Skills: Analytical Thinking, Attention to Detail, Fast Learner, Collaboration, Data Storytelling

## Professional Experience

### Runaya Private Limited

#### Market Research Intern

Jul 2025 – Oct 2025

- Analysed India's export data for FRP/ARP rods to assess pricing trends, customer concentration, and regional performance.
- Conducted market sizing and competitive mapping using secondary research, identifying top 5 high-growth export destinations.
- Built and tested time series forecasting models in R to evaluate demand variability, diagnosed model limitations due to irregular sales patterns and proposed data segmentation improvements for better accuracy.
- Assisted in workforce analytics through development of a skill matrix and employee engagement evaluation framework.

<b>R Square Analytics</b>	<b>Jan 2025- Mar 2025</b>
<b>Management Trainee</b>	
<ul style="list-style-type: none"> <li>Worked with FMCG pricing and distribution datasets from the U.S. market, conducting exploratory analysis in Excel to understand category trends, price variations, and channel performance.</li> <li>Learned the framework and key steps of Marketing Mix Modeling (MMM), including data preparation, variable selection, and model interpretation.</li> <li>Prepared PowerPoint presentations summarizing analytical insights and learnings for internal review discussions.</li> <li>Gained exposure to core FMCG analytics metrics such as TDP, promotional performance, and distribution effectiveness.</li> </ul>	
<b>Network Science</b>	<b>Sep 2023-Nov 2024</b>
<b>Data Science Executive</b>	
<ul style="list-style-type: none"> <li>Managed and validated a repository of 400+ AI use cases, ensuring data accuracy, consistency, and clear categorization within the platform database.</li> <li>Collaborated with a UI/UX developer to streamline platform data workflows and improve interface usability for end users.</li> <li>Built Excel-based dashboards to track data quality and platform performance, enhancing internal reporting efficiency.</li> <li>Worked closely with consultants to optimize data flow and improve overall platform functionality.</li> </ul>	
<b>Network Science (Internship)</b>	<b>May 2023 – Sep 2023</b>
<b>Data Science Intern</b>	
<ul style="list-style-type: none"> <li>Supported prototype dashboard development for early-stage product demos, streamlining the presentation of AI use cases for potential clients.</li> <li>Assisted in data structuring and cleaning for internal analytics pipelines, improving reporting readiness</li> </ul>	
<b>Projects undertaken</b>	
<b>1. Analyzing Work-from-Home Culture Post COVID-19</b>	
<ul style="list-style-type: none"> <li>Objective: Explored challenges professionals faced adapting to remote work and identified roles unsuitable for long-term remote operations.</li> <li>Tools: R, MS Excel</li> <li>Impact: Delivered actionable insights supporting workforce adaptability and shaping recommendations for future workplace policy development.</li> </ul>	

## **2. User Experience Assessment of Digital Payment Applications**

- Objective: Examined how demographic factors influence digital payment adoption and projected emerging usage trends.
- Tools: R, SPSS, MS Excel | Techniques: Factor analysis, logistic regression, correspondence analysis
- Impact: Uncovered key adoption drivers that informed feature improvement strategies and enhanced user engagement across digital payment platforms.

### Certifications

- **WMU Professional Category Management Certification: Level 1**

*Issued by:* LE NeXT | *Completed:* March 28, 2025

Covered topics: Category Management, Retail Data Foundations, Pricing & Promotion Analysis, Assortment & Space Planning, Retail Analytics, Shopper Behavior, Retailer Economics, and Consultative Selling.

- **Completion of Management Trainee Program – Marketing Analytics**

*Issued by:* R Square Analytics | *Completed:* March 2025

### Academic Details

- Master of Science: Statistics

S. K. Somaiya | Somaiya Vidyavihar University | 2023 | SGPI – 9.4

- Bachelor of Science: Statistics

Kirti M. Dongursee College | Mumbai University | 2021 | CGPA – 8.16

### Additional details

- Languages Known – English, Marathi, Hindi

- Hobbies – Reading, Crafting, Listening Music and Drawing.