PrashantKumar

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- Results-driven **Market research and & Business Analyst** with **8 years of experience** in market research, data analysis, reporting, and CRM management. Expertise in **dashboard creation, performance monitoring, and automation** to enhance operational efficiency and business decision-making. Skilled in analyzing trends, identifying anomalies, and providing **data-driven insights** to stakeholders. Proven ability to **lead teams or work as an individual contributor**, ensuring accuracy, governance, and timely reporting.

Key Competencies

- Advanced **data analysis, reporting, and visualization** (Power BI, Excel, Looker Studio).

- **Dashboard creation and automation** to minimize manual efforts and improve efficiency.

- Identifying **trends and anomalies** to provide actionable insights for decision-making.

- **Market research, competitive intelligence, and financial analysis** to support strategy.

- **CRM management** (Salesforce, Zoho CRM, Oracle NetSuite, Pipedrive) and database optimization.

- Ability to **lead teams or work independently**, driving results in fast-paced environments.

Experience

APRIL 2021 – PRESENT
Senior Associate - Research |Teckvalley India, SC of Virtual Employee Pvt Ltd | Noida

- Created and automated **daily, weekly, and monthly reports** to improve decision-making.

- Identified **data trends and anomalies**, providing actionable insights to stakeholders.

- Consolidated disparate datasets from 5+ **lead generation platforms** (ZoomInfo, LinkedIn Sales Navigator) into a unified **CRM database**, improving data accuracy for 50+ sales representatives and reduced duplicate records by 40%

- Examined IT, Digital Agencies, and OTT landscapes to guide strategic initiatives; findings led to realigning resources, improving **lead quality**, and **increasing sales** conversion rates by 15%.

- Researches and integrates relevant information and data and uses expertise to make recommendations or decisions. Identifies and applies sound, fact-based criteria in setting priorities and making decisions.

- Excellent knowledge about Secondary & Primary Research /Data Management / Deep Dive Analysis / **Price & Competitor Analysis** / **Data Strategy & Insights** / Campaign Management / Email Marketing.

JUNE 2018 – SEPTEMBER 2019

Data Research Analyst | ToTheNew | Noida

- Conducted **market research and competitor analysis** to support business growth.

- Developed and presented **campaign performance reports** for data-driven decision-making.

- Managed CRM databases, ensuring accurate lead allocation and **sales pipeline** tracking Skills.

- Managed CRM data, ensuring **clean, organized, and optimized databases**.

- Automated reports and processes, reducing manual workload and improving accuracy.

NOVEMBER 2017 – JUNE 2018

Research Analyst | Zylotech, now Terminus | Noida

- Hands-on experience on Database tools like Hoovers, LinkedIn, ZoomInfo, Yellow Pages, Crunch & Techbase, Angel List, Owler, Various Blogs, and Govt. Directory.
- Conduct research and analysis on the IT industry & Digital Agencies and OTT's. Develop marketing strategies for diverse business environments.
- Generating Leads through social media accounts and different types of job boards & handling all social media accounts

JULY 2015 – NOVEMBER 2017

Senior Research Analyst | iSOURCE Opportunities | Noida

- Conducted **data analysis, market sizing, and SWOT analysis** for client projects.

- Examined IT, Digital Agencies, and OTT landscapes to guide strategic initiatives; findings led to realigning resources, improving lead quality, and increasing sales.

Education

JULY 2012

Bachelor of Technology – Information Technology | Symbiosis Institute of Technology University | Pune

Diploma In Business Management (Integrated) – SIBM , Pune

Certifications

• Power BI – LinkedIn Learning • SQL – Udemy • Data Processing – AMCAT

Technical Skills

- **Data Analytics & Reporting:** Power BI, Excel, Looker Studio

- **CRM & Databases:** Salesforce, Zoho CRM, Oracle NetSuite, Pipedrive

- **Market Research Tools:** D&B Hoovers, ZoomInfo, Capital IQ, Sales Navigator

- **Project Management:** Agile, Jira,

- **Automation & Scripting:** Excel, SQL(Beginner), Python (basic)