Prashant Kumar

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# Professional Summary

Market Research & Business Analyst with over 8 years of experience in competitive intelligence, market analysis, and business insights. Skilled at combining primary and secondary research to deliver clear, actionable recommendations for senior leadership. Experienced in applying frameworks like SWOT, Porter’s Five Forces, and Market Mapping to evaluate market trends and competition. Strong communicator with a proven track record of presenting insights to executives and supporting go-to-market and product strategies.

# Key Competencies

• Competitive Intelligence & Market Research (Primary and Secondary)

• Strategic Frameworks: SWOT, Porter's Five Forces, Market Mapping

• Dashboard Creation, Reporting, and Data Visualization (Power BI, Excel, Looker Studio)

• CRM Management: Salesforce, Zoho CRM, Oracle NetSuite, Pipedrive

• Primary & Secondary Research Methodologies (Quantitative & Qualitative)

• Stakeholder Management and Executive Reporting

• Automation & Process Optimization

• Cross-Functional Team Collaboration and Leadership

# Experience

## Senior Associate – Research | Teckvalley India (Virtual Employee Pvt. Ltd.), Noida

Apr 2021 – Present

Led market intelligence projects from scoping to delivery, ensuring insights directly supported leadership decisions.

Carried out competitive intelligence and market research, using SWOT and industry mapping to highlight risks and opportunities.

Worked closely with senior stakeholders to align research findings with business and go-to-market strategies.

Streamlined data from multiple research platforms into CRM systems, improving accuracy and supporting a 50+ member sales team.

Created dashboards and newsletters to keep leadership informed of key market movements and competitive activity.

• Automated daily, weekly, and monthly reports to improve decision-making efficiency.

## Data Research Analyst | ToTheNew, Noida

Jun 2018 – Sep 2019

• Conducted primary and secondary research using quantitative and qualitative methods to identify market trends.

• Produced competitor benchmarking reports and campaign performance insights that informed marketing strategy.

• Developed and presented findings to leadership teams, enabling data-driven strategic decisions.

• Managed CRM databases, ensuring accuracy and optimization for sales tracking and lead allocation.

## Research Analyst | Zylotech (now Terminus), Noida

Nov 2017 – Jun 2018

• Conducted research and analysis on IT, Digital Agencies, and OTT sectors to support marketing strategies.

• Generated leads through multiple research platforms and managed social media accounts for client campaigns.

• Applied market analysis techniques to evaluate opportunities and develop recommendations for business growth.

## Senior Research Analyst | iSOURCE Opportunities, Noida

Jul 2015 – Nov 2017

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

• Examined industry landscapes to guide strategic initiatives; findings led to resource realignment and improved sales outcomes.

• Collaborated with leadership to deliver actionable insights aligned with organizational strategy.

# Education

Bachelor of Technology – Information Technology | Symbiosis Institute of Technology, Pune | 2012

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)