Venugopal Mallapur

venugopalmallapur@ymail.com

(91) 7350756333, C-202, Mangalmurti Co-Op Housing Society, Pashan, Pune-411021

PERSONAL SUMMARY

An achievement driven candidate with experience in both technical and commercial field such as Chemical technology, market analysis, content writing, sales and marketing.

CORE COMPETENCIES

o **Market Research:** Ability to perform exhaustive secondary research through various sources including Capital IQ, Factiva, Hoovers, UN Comtrade, Eurostat, World Bank and Google by identifying and selective appropriate key words. Interacting and interviewing key industry personnel/subject matter experts for qualitative insights through primary research. Investigating various market trends to identify profitable growth strategies.

o **Data Analysis:** Collecting and maintaining a categorized database for various research titles from secondary and primary research. Analyzing historical trend from collated database for a defined scope. Performing market engineering by estimating and forecasting volume and value for global markets.

o **Competitive Analysis:** Identifying top global companies for market/industry research study. Profiling key companies for particular market eco-system and estimating market share/ranking for key players.

o **Project Feasibility:** Studying client requirements and understanding expectations for a particular market study. Performing feasibility assessment by assessing project requirement and recent market developments for particular market study

o **Project Management:** Documenting client needs for accurate delivery within set and tight timeframes. Coordinating with various support functions for timely delivery of projects.

EMPLOYMENT SUMMARY

Senior Research Associate *Grandview Research, Pune*	04/04/2018 – Current
Research Analyst *Key Market Insights, Pune*	23/10/2017 – 03/2018
Research Associate *Grandview Research, Pune*	15/05/2016 – 29/09/2017
Chemist *Gulf Extrusions, Dubai*	23/09/2012 – 25/10/2013

JOB DESCRIPTION

Quantitative & Qualitative research , Market Sizing, and Competitive Analysis

• Learn about the client's business challenges and technologies to understand their business needs; interview company personnel

• Outline the scope of the work and identify and map out schedules, milestones, and required resources to meet the project objectives

• Analyze consumer preferences to determine the potential sales of a product or service.

• Developing frameworks based on SWOT, PESTEL & Porter's 5 Forces model

• Measure the effectiveness of marketing programs and strategies.

• Devise and evaluate methods for data collection.

• Gather data on consumers, competitors and market conditions.

• Use statistical software to analyze and interpret data.

• Simplify complex data into a user-friendly format such as graphs, charts and other visual aids

• Managing a diverse range of project types across a range of different geographies in the region

• Prepare and present reports to clients and management

COMPUTER SKILLS

- Proficient with Microsoft Excel, Word and PowerPoint
- Basics of R Programming & SQL

PROJECTS & CERTIFICATIONS

- ❖ *Nielsen India(*20/05/2015 – 20/07/2015)
  - Conducted market surveys for various clients like More, Zee Marathi, Tata Capital and JD Power.
  - Interviewed more than 100 samples in a span of 2 months

- ❖ Online Management Development Program in *Marketing Analytics* (November 2018) by Symbiosis Institute of Management

EDUCATION

Indira Institute of Management (Pune University), Pune (08/2014 – 04/ 2016)	**MBA (Marketing)** **Percentage:** 69**%**
Institute of Chemical Technology (Mumbai University), Mumbai (07/2008 – 06/ 2012)	**B.Tech (Chemical Technology)** **Grade:** Pass Class
Yeshwantrao Chavan College of Science, Karad Kolhapur Board Year of Passing: 2008	**HSC Percentage:** 81.5%
Krishna English Medium School, Karad Kolhapur Board Year of Passing: 2006	**SSC Percentage:** 85.3%

ADDITIONAL INFORMATION

- Interested in football, reading, movies and documentaries
- DOB: 7th July, 1990
- Languages Known: Marathi, Hindi, Kannada