

PRAJAKTA ATHALYE

Research Executive – Market & Consumer Insights

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CAREER SUMMARY

Business Analytics professional with a strong foundation in market research, data analysis, and consumer insights. Experienced in using analytical tools to drive strategic decision-making. Adept at survey design, KPI analysis, and industry research to enhance business outcomes.

EDUCATION

Bachelor in Business Administration (BBA)

Specialized in Business Analytics

Christ University, Pune – Lavasa Campus | GPA : 7.89 / 10

2021 – 2024

PROFESSIONAL EXPERIENCE

Hansa Research Group, Mumbai Maharashtra

October 2024 - April 2025

Market Research Intern - International Business Division

- Conducted **in-studio qualitative research (Central Location Testing - CLT)** for social media and mobile gaming product testing studies, including **dyads** for a social media engagement study, to **analyze user behavior and experience**.
- Cleaned, validated, and analyzed large datasets from consumer tracking studies (tech & skincare industries) using Excel, improving data integrity by **15%**.
- Conducted **desk research** for a home appliance market study, analyzing industry trends and consumer behavior. Validated **50+ respondents** for a **home visit refrigeration study**, ensuring accurate sampling and data integrity by 15%.
- Designed and localized surveys to ensure high data accuracy and cultural relevance.

Prodware Solutions Pvt. Ltd, Thane Maharashtra

July 2023 - August 2023

Accounting and Finance Intern

- Assisted in **budgeting** and expense tracking, optimizing financial resource allocation.
- Performed financial **data analysis** and **reporting**, supporting business decision-making.

RELEVANT PROJECTS

KPI Analysis (Excel, 2023)

- Evaluated supply chain and order-to-cash cycle time using Pivot Tables & Charts.
- Analyzed key performance indicators (KPIs) to identify process inefficiencies and optimize supply chain performance.

Electric Vehicle Adoption in India (Secondary Research, 2025)

- Identified key barriers to EV adoption, including infrastructure challenges and consumer perception, while highlighting growth opportunities in the Indian market.
- Analyzed consumer behavior, market trends, and policy impact.

SKILLS & TOOLS

- Data Analysis & Visualization:** SQL, SPSS, Excel (Intermediate-Advanced), Tableau (Basics), Power BI
- Market Research:** Survey Design, Data Cleaning, Qualitative & Quantitative Research, Competitive Analysis

EXTRACURRICULAR ACTIVITIES & LEADERSHIP

- CSA (Centre for Social Action):** Led the Marathi team and organized social awareness programs.
- Chess Event Organizer:** Arranged a college chess event with 10 participants.
- Photography:** Selected by Google India for #ManifestOnPixel, featured on their official Instagram.