**Reetu Rani Das**

Mobile: **+91-8793529667**

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**Professional Synopsis**



* Result oriented professional with over **9.5** **years** of total experience in **Market Research**
* Currently working as **Senior Research Analyst – at Transparency Market Research Pvt. Lt, Pune**
* Proven track record in market research in healthcare segment like Oncology, Biosimilar, Diabetes, Dialysis, Antibacterial Drugs, Medical Devices etc
* Skilled in Primary research and Secondary Research, Pipeline Analysis, Business Analysis, Market Forecasting, Report writing
* Expertise in through vast experience of handling Super Specialized Products by communicating & implementing medical inputs (like Clinical Trials, References, Journals, Review Article & Medical presentations etc.)
* Possess exposure in managing markets worldwide
* *Pursuing Data Scientist Course:* SAS, Tableau, Statistics, R Programming, Python
* *Programming Language Learned* – SAS (Basics, SQL, Macros)

**ORGANIZATIONAL SCAN**



**May 2017 – Present: Transparency Market Research Pvt. Ltd, Pune, India**

***Senior Research Analyst - Healthcare***

Transparency Market Research Pvt, Ltd. is a global market intelligence firm provider of syndicated research, customized research, and consulting services. TMR’s global and regional market intelligence coverage includes industries such as pharmaceutical, chemicals and materials, technology and media, food and beverages, and consumer goods, among others.

**Key Responsibilities**

* Perform primary and secondary research and interviews markets
* Conduct structured interviews with contacts and gather information outlined in deliverables and report. Handle client calls and understand the requirement
* Organize information gathered from interviews and secondary research into reports
* Market intelligence and strategy formulation by preparing competitive landscape and company profiles
* Analyze acquired information and conduct appropriate market assessment
* Creating and produce market research reports on specific products and markets
* Interpret the information collected, with the internal and external resources
* Processing and analyzing raw data into reports. Work with external data suppliers regarding data accuracy and integrity
* Responsible for the development of client reports on current trends
* Guiding and training analysts during the course of the project and responsible for supervising and directing research associates (4 members)

**December 2014 – May 2017: Pharmaforce Reports Intl Pvt. Ltd, Pune, India**

***Research Analyst - UK - EU Operations***

Pharmaforce Reports Pvt. Ltd. is a wholly owned subsidiary of Pharmaforce International Inc. Pharmaforce International is a global market intelligence firm operating in the pharmaceutical, biotech and medical devices industry.

**Key Responsibilities**

* Perform primary and secondary research and interviews in assigned foreign markets
* Identify key contacts needed to conduct interviews on a project by project basis
* Conduct structured interviews with contacts and gather information outlined in deliverables and report. Handle client calls and understand the requirement
* Organize information gathered from interviews and secondary research into reports
* Competitive intelligence and strategy formulation
* Analyze acquired information and conduct appropriate FTE analysis
* Making recommendations to senior managers based upon research findings
* Processing and analyzing raw data into reports for senior managers.
* Responsible for the development of client reports on current trends

**August 2012 - November 2014: Cognizant, Hyderabad, India**

***Senior Analyst (EDR-Medtrack)***

**Key Responsibilities**

* Handling and Responding to client queries
* Implementing plan designed to achieve volumes and quality deliverable
* Leading and developing the team to ensure efficiency in project and meeting of individual & group targets.
* Conduct team meetings for monitoring project objectives and streamlining processes to ensure desired outcomes.
* Validate market-specific and company-specific data, operational data, KPIs
* Ensure and implement quality control and consistency in an accurate, effective and efficient manner
* Work on research and ad-hoc projects mainly focusing on data gathering, high-level interviews and data estimation/manipulation technique
* Leading and handling the team of 14 Research Analysts

**November 2008 - August 2012: Data Monitor, Hyderabad, India**

***Research Analyst***

**Key Responsibilities**

* Conducted secondary market research
* In-depth knowledge of market research databases, using large database systems, Maintaining a research database
* Create reports, review and conduct Quality check (QC) on reports.
* Carefully sifting through numerous sources of data to find key facts
* Following 'best practice' in research design and documentation
* Handling and protecting confidential and sensitive data with integrity
* Won the “**Valuable Employee**” award in the year 2011

**ACADEMIA**



**Bachelor of Pharmacy** in 2008

Talla Padmavathi College of Pharmacy, (Kakatiya University) AP, India

**PERSONAL DOSSIER**



Address Hyderabad, Pune

Marital Status Single

Languages Known English, Hindi, Telugu, Oriya

Father’s Name Rama Kant Das

Date: Reetu Rani Das

Pune