

Profile: Market Research Analyst- Intern

Job Description

- To conduct primary and secondary research that is quantitative or qualitative
- Based on the brief given by the team lead, the researcher should be able to understand the task at hand and create the research design and the data collection route
- Analyze the data collected. Use the data to produce insightful reports and present the final outputs of projects to the concerned team.
- Build data for the projects by performing primary and secondary research to acquire reliable industry facts and knowledge.
- Assist teams for research for LinkedIn and face book page updates(may include website content as well)
- Actively scan market trends
- Actively engaged in understanding competitors portfolio
- Assist in data management
- Actively engaged in researching and compiling material for investor meets
- Assisting in keeping track of startup events happening across the country and support in participation
- Ad hoc research request as per requirements

Experience Required

- Minimum 0-2 years of experience required.
- Prior research experience(relevant internships experience will also be considered)
- Must have sound knowledge of MS Office(Excel, Word, Power point)
- Experience in primary and secondary research

Market Research and Development

Market research involves collecting, recording and making sense of all the available information which will help a business unit to understand its market. Market research sets out to answer the following questions

- who makes up the target audience?
- what do they want?
- when do they need it?
- where does it sell best?
- how can it be taken to them?
- why do they want/need it?
- what are our competitors doing?
- how is our market changing?

Company Profile:

Roofpik.com (<http://www.roofpik.com/>)

Alpha Binary Technologies is an umbrella organization which provides new innovative technologies for businesses, including machine learning, chat bot, hybrid applications and recommendation engine. We are recruiting for our latest venture which provides fact-based insights, genuine user reviews, costings, lifestyle and liveability index, heat maps etc of all major residential and commercial properties which help in making a better decision powered by its proprietary machine learning and data analytics algorithms.

It is the web and mobile app platform where prevailing pricing and rent information is available with analytical comparison matrices. It also provides 360-degree information of every housing society and amenities along with reviews. Customers can also post their reviews about the society its functioning and how it works.

