# Oindrila Dey

Market Research Analyst

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9123309402

Vadodara, Gujarat

### TECHNICAL SKILLS

**Data Analysis Tools** 

SPSS, Python, MS Excel (advanced)

**Survey Platforms** 

Qualtrics, SurveyMonkey, Google Forms

**Visualization Tools** 

Tableau, Power BI, Microsoft PowerPoint

**Project Management** 

Jira, Trello

# ACCOMPLISHMENTS

### **Microsoft Tech Stack Opportunity Assessment**

- Experience managing projects using software development methodologies, Agile.
- Spearheaded an analysis of Microsoft's trending tech stack to identify strategic use cases and growth opportunities for Independent Software Vendors (ISVs).
- Collaborated with stakeholders to gather requirements and define project scope, ensuring alignment with business goals.
- Conducted market assessments to inform sales strategies and enhance lead generation efforts in targeted technology domains.
- Created detailed reports and presentations to communicate insights and recommendations, driving data-informed decisionmaking within the sales team.

### **Data Management Platform Development**

- Have managed this project of extreme programming and rapid application developement.
- Collaborated with stakeholders to gather and document business requirements for the platform.
- Developed functional specifications and ensured alignment with data storage, retrieval, and reporting needs.
- Worked with technical teams to design solutions, ensuring data integrity and security.
- Facilitated communication between teams to support project planning, execution, and monitoring.
- Assisted in testing and validation of the platform to ensure it met business objectives.

### Non-DOOH aggregator platform developement

- Conducted market research and competitor analysis to evaluate the potential for a Non-DOOH aggregator platform.
- Collaborated with stakeholders to gather business requirements and define platform functionality.
- Provided insights and recommendations for market entry strategies and value propositions.
- Assisted in the development of the platform by bridging communication between business and technical teams.
- Analyzed market data to support strategic decision-making and platform development.

### Quality-Driven Report Management and Cross-Country Validation for Offshore Development Centers and Global Capability Centers

- Delivers high-quality, timely reports to internal and external stakeholders, ensuring all reports meet accuracy and quality standards
- Performs changes on assigned reports using technical tools (Discover, Nad, DIPE, CX, Dynamics) to adhere to multiple standards
- Maintains and regularly updates production trackers, SOPs, and smart sheet inventories to streamline reporting processes.
- Skilled in advanced Excel with foundational knowledge in VBA, creating efficient and automated reporting workflows.
- Collaborates closely with cross-functional departments, maintaining clear communication to support seamless operations and transitions.

### **PROFILE**

Market Research Professional with 4 years of experience in the IT industry, specializing in delivering data-driven insights that drive strategic decision-making. Proven expertise in managing client relationships, mentoring teams, and achieving commercial growth. Adept at presenting complex data in actionable formats and identifying growth opportunities, backed by advanced analytical capabilities and a solutions-oriented approach.

### PROFESSIONAL EXPERIENCE

# Rishabh Software, Sr. Market Research Analyst

February 2024 – present | Vadodara, India

- Led and managed end-to-end execution of quantitative research studies, including BHT, U&A, segmentation, pricing, and product testing projects.
- Collaborated with cross-functional teams to develop research frameworks tailored to client needs, ensuring precision and relevance.
- Designed robust survey instruments and sampling methodologies to gather reliable consumer insights.
- Conducted data analysis using statistical tools (e.g., SPS or Excel) to extract actionable insights and present findings to stakeholders.
- Advised on pricing strategies and market segmentation plans based on comprehensive research findings.
- Partnered with clients to understand business objectives and recommend tailored research solutions.
- Delivered impactful presentations and reports, facilitating data-driven decision-making.

#### **Buckstox Digital Pvt. Ltd., Research Manager**

May 2021 - January 2024 | Pune, India

- Conducted in-depth research on IT markets, analyzing data from 50+ studies to uncover key consumer trends and opportunities.
- Have managed a team of nearly 15 individuals on key IT projects and research management works
- Delivered recommendations that drove a 12% increase in client ROI on marketing campaigns.
- Developed and presented comprehensive reports to
- audiences of 100+ stakeholders, ensuring data clarity and actionable takeaways.
- Collaborated with cross-functional teams, contributing
  to the launch of 5 new product lines that captured a combined market share of 8% within their first year.
- Achieved 90% on-time delivery of client requests, even under tight deadlines and high-pressure scenarios.
   Supported the development of proposals that secured new client contracts.

## **CORE COMPETENCIES**

Quantitative Research & Analysis

Usage & Attitudes (U&A) Studies

**Brand Health Tracking (BHT)** 

Segmentation & Pricing Research

Concept, Product & Ad Testing

Survey Design & Sampling Techniques

Statistical Analysis & Data Visualization

**Project Management & Stakeholder Engagement** 

Stakeholder Engagement and Relationship Management

### **EDUCATION**

#### Post Graduation in Diploma Management, UnitedWorld School of Business

2018 – 2020 | Kolkata, India Major- Marketing Management

Minor- Financial Management

Bachelor's in science, Institute of Genetic Engineering

2015 – 2018

Microbiology (H)