

Oindrila Dey

Research Associate

✉ oindrila07dey@gmail.com

☎ 9123309402

🔧 TECHNICAL SKILLS

Report Generation & Delivery (BAU)

Data Reporting Tools: Discover, DIPE, NAD, CX, Dynamics

Quality Checks & Root Cause Analysis (RCA)

Report Customization (Minor/Major Changes)

Process Documentation & SOP Management

Transition Support & Knowledge Transfer

5x3 Tracking, QEM, and Dynamics Support

🧠 SOFT SKILLS

Digital Marketing & Outreach Strategy

Planned and optimized multi-channel campaigns across LinkedIn, Google Ads, and email outreach resulting in improved lead quality and reduced CPL.

Technical Skills

SQL, Power BI, Tableau, Excel, Project Management tools: Jira

Market Research & Analysis

Conducting in-depth primary and secondary research to analyze industry trends, market potential, and competitor strategies.

Industry Research & Market Assessment

Evaluating market trends, customer needs, and competitive landscapes to support business growth.

Competitive Intelligence & Benchmarking

Analyzing competitors' strengths, weaknesses, and market positioning to identify opportunities and threats.

Whitepaper & Thought Paper Writing

Creating well-researched industry reports, thought leadership content, and PoVs.

Market Sizing & Estimation

Developing accurate forecasts using TAM, SAM, and SOM frameworks.

Data-Driven Decision Making

Use KPIs, A/B testing, and market trends to assess product performance and drive continuous improvements.

Go-To-Market Planning

Collaborate with marketing, sales, and customer success teams to ensure smooth feature rollouts and adoption.

Company Profiling

Researching and documenting key insights on industry players, including financials, offerings, and business strategies.

👤 PROFILE

Analytical and detail-oriented Research Associate with **4 years of experience** in delivering high-quality business intelligence reports and data validation tasks across global markets. Skilled in refreshing, customizing, and validating data reports tools like **Discover, DIPE, NAD, CX, and Dynamics**. Proven ability to meet tight deadlines, ensure data accuracy, and collaborate across cross-functional teams. Always eager to learn new tools, improve existing processes, and support transitions smoothly.

📁 PROFESSIONAL EXPERIENCE

Rishabh Software, Sr. Market Research Associate

02/2024 – present | Vadodara, India

- Refreshed and delivered assigned business intelligence reports using Discover, NAD, DIPE, and Dynamics while meeting pre-defined deadlines.
- Ensured quality by performing multiple validation checks, cross-referencing data points, and delivering accurate results to internal/external clients.
- Implemented minor and major report modifications per Dynamics change requests and transitioned reports to BAU smoothly.
- Maintained and updated mandatory trackers such as production trackers, Smart sheet inventories, SOPs, and internal documentation.
- Participated in knowledge transfer sessions and supported report transitions through dry and parallel runs.
- Provided support for QEM, 5x3 tracking, RCA documentation, and issue resolution across departments (CS, BI, Setup, Ops).
- Collaborated with multi-country teams and ensured clear communication and delivery as per global BI BAU standards.
- Contributed to continuous process improvements and implemented best practices shared by cross-functional BI teams.

Buuckstox Digital Pvt. Ltd., Market Research Analyst

05/2022 – 01/2024 | Pune, India

- Conducted **secondary research** to analyze industry trends, competitor strategies, and customer preferences.
- Created **company profiles** highlighting key financials, market positioning, and competitive advantages.
- Assisted in **market sizing and estimation** for evaluating business expansion opportunities.
- Compiled research data into structured reports and presentations for stakeholders.
- Provided insights into **industry disruptions, regulatory changes, and emerging business models**.

Market Research Executive

05/2021 – 04/2022

- Supported **data collection and analysis** for market research reports.
- Assisted in **survey design and execution** for primary research projects.
- Monitored industry news, reports, and databases to track emerging trends.
- Helped **competitive benchmarking** by gathering data on competitor products and pricing.
- Contributed to **thought paper creation** by summarizing research insights and statistics.

📁 ACCOMPLISHMENTS

Non-DOOH Adgregator Platform

- Led the development of a **Non-DOOH Ad Aggregator**, increasing advertiser engagement by **30%**.
- Implemented an **automated ad placement system**, improving campaign performance by **25%**.



CERTIFICATES

- Advanced Product Management: Vision, Strategy & Metrics
- Email Marketing- Udemyl
- Marketing Research: Supporting your marketing decision- Udemyl
- Market Research for Startups & Small firms- Udemyl



EDUCATION

UnitedWorld School of Business,

Post-Graduate in Diploma Management

07/2018 – 08/2020 | Kolkata, India

Major: Marketing Management

Minor: Financial Management

Institute of Genetic Engineering,

BSc. Microbiology (H)

05/2015 – 04/2018 | Kolkata, India

SJ DAV Public School, 12th Higher Secondary

2012 – 2014 | Chaibasa, India

PCMB: 75%

DAV Public School, 10th, Secondary

2010 – 2012 | Gua, India

9.6

~91.2%

- Designed a **user-friendly dashboard**, enhancing media buying efficiency.

EHS/OHS Compliance Software

- Spearheaded a **cloud-based EHS/OHS platform**, improving compliance adherence by **40%**.
- Integrated **AI-powered risk assessment**, reducing incident response time by **50%**.
- Enhanced workflow automation, boosting user adoption by **20%**.

Data Management Platform

- Developed a **scalable Data Management Platform**, improving data accessibility by **35%**.
- Integrated **ETL pipelines**, reducing data processing time by **50%**.
- Implemented **role-based access controls**, ensuring GDPR compliance.