



RESUME

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Visa Status: Employment Visa valid till 05/04/2022

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PROFILE

Market Research Analyst – Quantitative & Qualitative analyst/QC/Ecommerce/Database creation/Market & Product Insights/Business strategy/Client Service Executive/Global products.

SUMMARY

Started as a Database specialist for the FMCG clients handled Unilever, P&G, Nestle, Kimberly Clark, Ranir and Global Track complete to perform the quantitative analysis. As an operation portfolio specialist managed a project for the customized changes in the database creation and maintenance by reviewing with the end client with product insights and strategy. On successful completion of many projects act as a Team lead for the 17 members in a team with 56 FMCG Categories.

SKILL HIGHLIGHTS

- Analytics (Manual & AI)
- Quantitative Research
- Qualitative Research
- Secondary Research
- Ecommerce Research
- Product Insights
- Database Creation
- Producing Strategy analysis report
- In/Outbound calls/MS package
- Tableau, CIP, GTC, Espec

EXPERIENCE - 3

Access Advertising, Dubai, United Arab Emirates – 08/02/2020 to Till Date

Business Development Executive

- Starting a career in UAE as a Customer Relationship Executive. As a CRE, by understanding the company's product - Signages, Core responsibility is to collecting the complete signage requirement and communicate the same to the sales team. I am handling in/Out bound calls, emails from client in terms of new inquiries and escalations.
- Based on the above performance and I have been elevated as a business development executive to perform a Qualitative & Quantitative research for the company to increase the business opportunity.
- Based on the research now the company has 21,000 list of construction signage projects with 1500 corporate clients.

EXPERIENCE - 2

Tata Consultancy services, Chennai, India – 21/05/2014 to 31/10/2019

Database Specialist

- Performed Secondary research analysis by each product line items from POS, Panel, Brick & Motor, Ecom, Home scanner products.
- Building, Maintaining & Refreshing the product database as per the manufacturer customization needs to deliver trend analysis.
- Handled databases are Unilever (Shampoo & Conditioner, Hand & Body Lotion, Spoonables), Nestle (Bottled Waters), Kimberly Clark (Facial Tissue), GTC (Meal Maker), Ranir (Dental Care).

Quality Controller

- Based on the quality handling of secondary research analysis I have been elevated as a Quality controller for the Unilever 13 categories.
- Quick turnaround time on quality checks by implementing VBA excel macros.
- Provided 100 % quality on New database creations projects and while refreshing the existing database as per the client customization.
- Followed 5WHY analysis for RCA's.

Client Service Executive/Operation portfolio specialist

- Based on the accuracy on quality operations I have been elevated as a Client service executive to handle the direct end clients such as Unilever, Nestle, Ranir, Kimberly Clark and Global Track complete projects.
- Providing sales trend reports to the FMCG manufacturers and discussing the insights thru business review calls.
- Providing business insights based on the competitor brands & the performances.
- Innovated Digital mechanism as a technology adviser thru **MACHINE LEARNING** (Tensor Flow by Google python) to perform auto analysis. A million saving project for the TCS which is approved by the client Nielsen to develop the frame work to implement in the process to reduce the core work of the process.
- Worked as a Fulfillment & Divine role for the GTC categories as a local point of contact for the GTC categories.
- Experienced in CIP & Global Track complete project GTC & GT1 which gives the knowledge on global FMCG products.
- Effective Team management towards results. Hands-on Data visualization application like Tableau, CIP, AOD and GTC.
- As an OPS – Gained the experience of own team member handling reporting to me and client handling.

Team Lead

- Based on the client service handling I have been elevated as a Team Lead and handled 17 members of team including 56 databases across various clients.
- Since I was a Quality controller, I can easily identify the lack of knowledge among the associates and providing them a proper process training to arrest the quality issues.
- Reporting to project leads for a weekly process meeting. With Projects Leads attending Delivery managers monthly process meetings on call.
- On time appraisal closures/ Providing Quality feedbacks to the team members and at the same time for self evaluation getting feedback from team members on monthly basis.

EXPERIENCE - 1

HCL Technologies, Chennai, India - 22/5/2012 to 6/5/2014

Customer Service Executive

- Dealing with customers to opt the service which the company provides for water meters.
- Creation of accounts for newly added customers in mainframe (IBM servers) for both Gas and Water.
- Handling billing queries thru inbound calls.
- Provided layout chart of pipe lines of both Residential & Commercial in MS artwork thru Property searches.
- Handled billing in Meter, Non-Meter for both Residential and Commercial properties.
- Worked in sensitive leakages area with high importance as an executive to collaborate all the teams.
- Handled Meter rejection jobs for Gas & Water.
- Sending letters in MS word to the direct end customers address.

PERSONAL INFORMATION

- Born: 18-10-1991
- Education: Bachelor of computer science, The New College, Madras University, India (2009 - 2012), GPA – 7.5%
- Certification: C, C++, Java script.
- Language Know: Tamil, English, Hindi & Malayalam.
- Marital Status: Married
- Nationality: Indian
- Current Residence: Dubai, Satwa
- Passport Number: Z4846546

I hereby declare that the details furnished above are true and correct to the best of my knowledge and belief, I undertake to inform you of any.

Place: Dubai

Signature
Sadakathulla