VIGNESH SURA

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OBJECTIVE

Dedicated MBA professional adept in market research and strategic analysis, skilled in SQL, PowerBI, and Tableau. Proficient communicator with strengths in problem-solving and facilitating data-driven decisions for business growth.

WORK EXPERIENCE

Market Research Analyst Intern - Allied Market Research *(Pune)*   *May 2023 - August 2023*
- Developed detailed company profiles after a comprehensive analysis of diverse markets for ICT & media.
- Increased market understanding by 20% through thorough secondary research on 180+ companies using unique criteria such as demographics and regional data.
- Produced global company reports, enhancing client satisfaction and improving market insight.

EDUCATION

Savitribai Phule Pune University, Pune   *2022 - 2024*
Master of Business Administration (Marketing) | Excelled in group discussions, acknowledged for strong communication skills.
| Examination Score - 74%

Modern Education Society's Wadia College of Engineering (MESWCOE), Pune   *2018 - 2022*
Bachelor of Engineering (Computer Engineering) | Volunteered for ACE events, engaging in diverse activities.
| Examination Score - 81.48%

ACADEMIC PROJECTS

Exploring Consumer & Retailer Sentiments: Aashirvaad Atta Perception Study   *2023*
- Study the brand ITC and work on Aashirvaad Atta consumer and seller's demand.
- Data collected via Google Forms from customers and retailers analyzed their behavior and needs.
- We suggest some changes that will enhance the sales of Aashirvaad Atta.

Crafted Conversational Voice-Controlled React News App with ALAN AI for seamless user engagement.   *2022*
- Built an AI-driven news web app with an appealing UI using ReactJS, JavaScript, Visual Studio Code, and Alan AI.
- Implemented news filtering options based on latest updates, categories, terms, and sources.
- Enhanced user experience with voice-activated, one-by-one headline reading and an auto-scrolling feature.

CASE-STUDY

Zomato   *2023*
- Problem: Gen Z fears wasting money on new foods, and seeks budget-friendly options and social validation.
- Analyzed Zomato usage through a user journey analysis, creating detailed user personas.
- Prioritized pain points using a RICE framework and refined focus areas for optimization.
- Developed solutions for identified pain points, established success metrics, and identified opportunity spaces.

Hotstar   *2022*
- Problem statement: To Retain 55+ year-olds lacking confidence in using Hotstar, as Product Head.
- Conducted basic user journey analysis of Hotstar usage and created detailed user personas.
- Prioritized pain points using a value vs. effort framework and refined focus areas for optimization.
- Solutions developed for identified pain points identified success metrics, and opportunity spaces.

CERTIFICATIONS

- Product Led Growth by The Product Folks.   *2023*
- Doremon Den Product Management Bootcamp.   *2022*
- SQL Certification by IIT Spoken Tutorial.   *2021*

AWARDS & ACHIEVEMENTS

- Secured First Runner-Up in the Swiggy Case Study Competition at Product Space.   *2023*
- Hacktoberfest Triumph: Scored 4 impactful pull requests, leading in open-source collaboration.   *2020*

SKILLS & INTERESTS

Skills: C, C++, SQL, PowerBI, Tableau, Canva, Microsoft Office, Microsoft Excel, Product Management, Business Analysis, Teamwork, Presentation Skills, Communication, Problem Solving, Market Research, Secondary Research, Company Profiling, Marketing.

Interests: Stock Market, Mobile Photography, Watching movies, Playing video games, Listening to music.