



SHAKSHI PAL

Research Associate

My Contact

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📍 Lucknow , Uttar Pradesh

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Hard Skill

- Primary & Secondary Research
- Competitive Benchmarking
- Market Analysis
- Market Sizing & Estimation
- Power BI
- MS-Office

Soft Skill

- Observation
- Decision making
- Communication
- Multi-tasking

Education Background

- Krishna Institute of Engineering and Technology
Masters in Finance and Marketing
Completed in 2022
- University of Lucknow
Bachelor of Commerce in Financial Accounting
Completed in 2019
- Spring Dale College
Higher Secondary Certificate
Completed in 2016

About Me

To work in an environment which encourages me to succeed and grow professionally where I can utilize my skills and knowledge appropriately and benefit my organisation to achieve new heights.

Professional Experience

Unimrkt Research Pvt Ltd | Research Associate

2023 – 2024

Key responsibilities:

- Conduct comprehensive market research to discern emerging trends, lucrative opportunities, and potential threats within the industry
- Utilize advanced data analysis techniques to extract valuable insights about consumer behavior, market trends, and competitive activities.
- Strong quantitative and qualitative research skills.
- Skillfully interpret and present research findings clearly and concisely in the form of a report, facilitating informed decision-making
- Maintain a proactive approach to staying abreast of industry dynamics, new technologies, and cutting-edge research methodologies, ensuring continuous enhancement of research skills.

Research Nester Pvt Ltd. | Research Associate

2022 – 2023

Key responsibilities:

- Conducting secondary research to build the analytical sections within each report and to identify data- points/ market trends etc.
- Performing Market Size Estimation & Calculation and Market Forecasting.
- Writing articles in different domains and as well as press releases.
- Responsible for identifying and in-depth profiling, devising a table of contents (scope of the research), and preparing demo samples for different domains by delivering high-quality research in the form of data.
- Performing customized research and being involved in different consulting projects across different verticals.

Certifications

Understanding Financial Statement by
Coursera

Market Research by Upgrad

Data Visualization with Power BI by
Great Learning

SPSS Statistics Essential by LinkedIn