


SHAKSHI PAL

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 Lucknow, UP 226016

PROFESSIONAL SUMMARY

I am seeking an environment that fosters my personal and professional growth, where my skills and knowledge can be effectively applied to contribute to the success of the organization and drive it towards new achievements.

SKILLS

- Competitive Benchmarking
- Data Collection & Analytics
- Qualitative & Quantitative research
- Market Sizing & Estimation
- Power BI & SQL
- Tableau
- MS-Office Suite
- Decision making
- Strong verbal & written communication
- Problem Solving
- Multi-tasking
- Attention to detail

EDUCATION

**Krishna Institute of Engineering
And Technology**
Ghaziabad, India • 06/2022

MBA: Finance And Marketing

University of Lucknow
Lucknow, India • 05/2019

Bachelor of Commerce: Financial
Accounting

Spring Dale College
Lucknow • 03/2016

Higher Secondary Certificate:
Commerce

CERTIFICATIONS

- Introduction to Corporate

WORK HISTORY

6W Research - Research Analyst

New Delhi, India • 09/2024 - 12/2024

- Key Responsibilities:
- Utilized analytical tools such as Excel, SQL, Power BI, and Tableau to analyze datasets, uncovering patterns and trends to support data-driven business decisions.
- Utilized databases such as Factiva, Lusha for in-depth research, data extraction, lead generation, and market intelligence to support business development and strategic decision-making.
- Gathered and analyzed information from a variety of online platforms, including corporate records, legal databases, and media sources to support research and reporting activities.
- Conducted comprehensive market research using both qualitative and quantitative methods to uncover trends and deliver insights. Developed market size estimates to support data-driven strategic initiatives.
- Prepared clear and concise reports summarizing research findings and strategic recommendations.
- Worked cross-functionally with teams across departments to successfully deliver client engagement deliverables, ensuring high-quality outcomes aligned with project timelines and objectives.
- Enhanced client satisfaction by delivering tailored research solutions aligned with their specific business objectives and requirements.

Unimrkt Research Pvt Ltd - Research Associate

Gurugram, India • 09/2023 - 08/2024

- Key responsibilities:
- Performed comprehensive market and competitor analysis to uncover industry trends, identify growth opportunities, and assess potential risks, providing valuable insights for business intelligence and development initiatives.
- Applied techniques such as segmentation, correlation analysis, and benchmarking to extract actionable insights on consumer behavior and market dynamics.
- Delivered clear, concise research reports and dashboards to communicate findings and support data-driven decisions across marketing, strategy, and product teams.
- Utilized both qualitative and quantitative methods, including surveys, interviews, and secondary data analysis.

Finance by Coursera

- Understanding Financial Statement by Coursera
- Market Research by Upgrad
- Data Visualization with Power BI by Great Learning
- SPSS Statistics Essential by LinkedIn
- SEBI Investor Certification by NISM
- SEBI AML - Transaction Monitoring and Suspicious Transaction Reporting (TM & STR) by NISM

- Leveraged tools like Excel, SQL, Tableau, and online databases (Factiva, ZoomInfo) for data collection, analysis, and visualization.

Research Nester Pvt Ltd. - Research Associate

Noida, India • 04/2022 - 06/2023

- Key responsibilities:
- Conducted secondary/desktop research to gather market intelligence, identify key trends, industry drivers, and competitive dynamics for inclusion in research reports and client deliverables.
- Performed market sizing, forecasting, and competitive benchmarking across multiple sectors using structured data analysis and modeling techniques.
- Developed and maintained domain-specific content, including research scopes, demo samples, and high-impact deliverables aligned with client requirements.
- Created industry articles and press releases based on research insights to support brand positioning and market visibility.
- Delivered customized research solutions for consulting engagements across various industry verticals using both qualitative and quantitative research methodologies.
- Conducted company profiling, value chain analysis, and market landscape mapping to support strategic planning and investment decision-making.