

REEMA KUMARI

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I am a result oriented professional with 2+ years of experience in market research, business analytics and data analysis. Skilled in translating complex datasets into actionable business insights while maintaining high data accuracy, documentation standards, and process compliance. Experienced in data validation, information verification, and structured reporting to support business operations and decision-making

SPECIALISATION

Market Research, Secondary Research, Competitive Analysis, Documentation Management, Data Verification, Business Analytics, Data Cleaning, Data Validation, Quality Assurance, Strategic Reporting.

PROFESSIONAL EXPERIENCE

Market Research Executive

Propequity Analytics Ltd – Gurgaon, Haryana | July 2025 – Present

- Collected and analyzed real estate market data to support research and advisory reports.
- Executed secondary research using industry databases and online sources.
- Perform data mapping and data structuring of large property datasets into standardized formats.
- Collaborated with cross-functional teams to ensure data accuracy and timely project delivery.
- Maintained accurate documentation and organized datasets for reporting and analysis.

Senior Research Analyst

Arcgate Technologies – Udaipur, Rajasthan | Feb 2023 – July 2024

- Performed market research and secondary data collection from verified online sources.
- Cleaned, validated, and managed large datasets to ensure accuracy.
- Prepared structured reports and supported internal performance tracking.
- Conducted training sessions to improve team productivity and research quality standards.

EDUCATION

Post Graduate Diploma in Management (Finance & Marketing)

New Delhi Institute of Information Technology and Management | 2024 – Present

Bachelor of Commerce (B.Com)

Mohan Lal Sukhadia University | 2023

Higher Secondary (Class XII)

Central Academy Senior Secondary School | 2020

Secondary (Class X)

Central Academy Senior Secondary School | 2018

ACADEMIC PROJECTS

Vrinda Store Sales Analysis

Analyzed 31,000+ sales records using Excel (Pivot Tables, Charts).
Generated actionable insights to improve sales performance and inventory planning.

BigBasket Dark Store Analysis

Studied AI-driven supply chain and dark store operations.
Evaluated operational efficiency and customer experience improvement strategies.

CERTIFICATIONS

Excel Skills Simulation – JPMorgan Chase & Co. (Forage)

Data Analytics & Visualization Simulation – Accenture

Harvard ManageMentor – Harvard Business School

SKILLSET

Microsoft Excel, Power BI, Attention to details, Critical Thinking, Problem Solving.

LANGUAGES

Hindi | English