



# KATYANI SINGH

SENIOR ANALYST

EVALUESERVE

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Noida

A highly versatile and dedicated professional accustomed to proven analytical and managerial skills; targeting for challenging and rewarding senior level opportunities in Business & Strategy Development / Market Research & Analysis with an organization of high repute.

## Key Skills

Project Management

Market Strategy Development

Compete Intelligence

Business Expansion Strategy

Market Intelligence

Data Mining

Vendor Management

Team Management

Stakeholder Management

Agile and Scrum methodologies

## Executive Profile

8+ years of experience in market research and consulting with 7 years of team handling experience (~10 at times), responsible for their employee life cycle and career progression and upskilling (currently handling ~3 on a project basis requirement)

Proven track record in networking with industry professionals, gathering insights, and providing strategic guidance. Committed to driving operational effectiveness and scaling business processes through technology and collaboration with global teams.

### Varied Portfolio of Projects

Executed projects in Business Analysis, Market Research & Adhoc Consultancy Practice with project plans outlining scope, goals, deliverables, resources, and timelines

### Multi-domain Expertise

Information and Communications Technology (ICT), GenAI, Sports & Entertainment, Media, ESG, Oil & Gas, Automotive, Financial and Banking services, Manufacturing, Transportation Services & FMCG / CPG

### Data Analysis & Business Insights

Prepared in-depth study reports and presentations comprising market/opportunity assessment, competitor intelligence, best practices, competition benchmarking, customer assessment, trend analysis, and market forecasting

### Project Life Cycle Management

Skilled in orchestrating pricing operations, analyzing client requirements, preparing business cases and offering solutions, proficient in project planning, scheduling, stakeholder communication, dashboards, and KPI tracking

### Project Leadership and Survey Development

Successfully led many profitable projects with NIL complaints/queries. Assisted in the design and development of surveys, questionnaires, and data collection tools.

### Agile Business Analysis & Monitoring Quality Checks

Expert in data loading, cleaning, processing, and analysis. Skilled in team coordination, stakeholder management, statistical analysis, and maintaining data quality assurance and monitoring quality checks

## Education

Bachelor of Technology (B.Tech. in Information Technology)



Institute of Technology and Management, AKTU University, 2016

12<sup>th</sup> Grade - Science



The Pillars Public, Gorakhpur 2012

### Delivering Strategic Insights

Problem-solving through statistical modelling, data mining, demographic/psychographic/behavioural segmentation, data-driven decision-making, media and sponsorship evaluation

### Leadership & Communication

Effectively identifying and networking with partners/clients, along with cross-functional team coordination, storyboarding, polished written and oral communication, stakeholder collaboration.

## Career Timeline

Mar'17 – Aug'18



Research Associate

Sep'18 – Apr'20



Senior Research Specialist

Jul'20 – Sep'21



Senior Research Analyst

Sept'21 – June'25



Senior Business Analyst

## Achievements



'Team Awesome Award' for H2 2021

'You Make A Difference Award' (Individual Contributor) for H2 2022

Spearheaded **the most profitable client project** – H2 2023



Contributed **20%** in **Research Operations Team's Revenue** - 2020-21



'Employee of the Month' Award for 2019

## Work Experience

Evaluesserve | Senior Analyst | Sept'21 – June'25 | Gurugram

- o Demonstrated strong consulting market studies skills which includes:
  - o Industry/market reports, category/competitor intelligence reports, Newsletters, client-ready presentations and deliverables
  - o Thematic research on emerging trends in technology space, generic & category specific-trends
- o Conducted thorough research to support strategy development and decision-making, analyzing data to identify trends, opportunities, and competitive landscapes.
- o Networked with industry professionals and stakeholders to gather insights and perspectives on sector performance.
- o Independently created tailored proposals and managed research and consulting projects, ensuring alignment with timelines, budgets, and objectives, and facilitated project kick-off meetings to establish deliverables, define timelines, and set expectations.

Unimrkt | Senior Research Associate | Jul'20 – Sep'21 | Gurugram

- o Led the Operations Team in research projects for the client located across various geographical locations such as North America, EMEA and LATAM and APAC region
- o Applied primary and secondary based methods which includes surveys, IDIs, Databases and CATI.
- o Built and fostered strong business relations with the client Key Decision-makers/Leadership
- o Handled the complete project life cycle, from creating Scope of Work till final project execution
- o Engaged in designing and establishing the business solutions, RFPs proposals and estimations as per the requirements of the clients; successfully calculated the project pricing and timelines, managed the order forms/invoices
- o Liaised and partnered with the Regional Teams to provide strategic guidance for driving the select accounts

Phronesis Partners | Senior Research Specialist | Sep'18 – Apr'20 | Noida

- o Extended strategic research support towards the Founders to steer consulting studies across various industries; acted as a SPOC for the Project Team, Reseller, and the Client to deliver the assistance required as per the requirements
- o Managed and facilitated project scoping calls to clarify project objectives, scope, and deliverables, gf ensuring alignment with business goals.
- o Conducted research on industry value chains, market size, growth outlook, trends, challenges, competitive landscape, and conducted Porter's / PESTLE analysis to support strategic decision-making.
- o Monitored data collection, sample management, field progress, and quota control; communicated with vendors on project status, provided strategic guidance, and collaborated with the data processing team to ensure accurate data delivery and timely client updates.

Phronesis Partners | Research Associate | Mar'17 – Aug'18 | Noida

- o Partnered with teams to work on Adhoc Sponsorship Consulting Projects for global clients ranging from Vodafone to Microsoft
- o Successfully delivered one of the most successful research & consulting projects for a Telecom Giant
- o Reduced the manhours/resources by developing a technical document which enabled the future team members to utilize the data for better process learning
- o Created automated dashboards for ongoing monitoring and reporting, and prepared specialized quantitative and qualitative reports for leadership to assist in decision-making.

## Technical Expertise



Power BI



MS Excel



MS PowerPoint



MS Word



Tableau

## Database Expertise



Capital IQ



Factiva



Bloomberg



ZoomInfo

## Personal Information

**Address:** Sector 71, Noida

**Languages:** English & Hindi