



# Jayshree Raghuwanshi

Research Associate

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Market Research Analyst with 2.5 years of experience in qualitative and quantitative research methodologies. Skilled in identifying market trends, conducting competitive analysis, and delivering actionable insights to drive business growth. Seeking a dynamic role to leverage my expertise in data-driven decision-making and strategic market analysis.

## WORK EXPERIENCE:

Research Associate Straits Research Pvt Ltd Pune, MH, India  
From June 2024 to April 2025 *22k in hand (remote)*

- Managed timely delivery of research reports, ensuring accuracy and meeting project deadlines.
- Analyzed and interpreted market data from **syndicated and customized reports** to drive growth and expansion strategies.
- Conducted **secondary research, competitive analysis, and SWOT analysis** to identify industry trends and market opportunities.
- Assisted in preparing **Research Data Summaries (RDs)** and authored qualitative and quantitative reports for industry reports.
- Provided actionable insights to stakeholders based on in-depth market analysis and financial forecasting.

Market Research Associate + Research Intern Verified Market Research Pvt Ltd Pune, India  
From April 2021 to May 2024 *3.5 LPA → 30k in hand*

- Delivered research reports for global clients with 90-95% data accuracy.
- Conducted primary & secondary research using industry reports and financial data.
- Performed trend analysis and CAGR calculations for strategic insights.
- Analyzed market trends, competition, and regional data to support decisions.
- Used **Advanced Excel (VLOOKUP, Pivot Tables, Charts)** for data analysis.
- Provided actionable insights to improve business strategy and positioning.
- Published blogs and industry articles for industry's website.

## RESEARCH SKILLS:

**Interpersonal Skills:** Market Research, Analytical Skills, Data Analysis, Communication Skills, Problem-Solving

## MARKET SKILLS:

**Tools & Technologies:** MS Office Tools, Advanced Excel, Zoominfo, LinkedIn, CRM Software, Power BI, Sales Navigator, Apollo

### Technical Skills

### Market Research & Analysis

- Primary Research & Secondary Research
- Qualitative & Quantitative Analysis
- Research Methodology
- Data Collection & Data Interpretation

### Data Analysis & Reporting

- Data Visualization (Power BI, Excel)
- Advanced Excel (VLOOKUP, HLOOKUP, PivotTables)
- Business & Financial Analysis
- Market Trends & Competitive Landscape

### Industry & Business Insights

- Industry Research
- SWOT Analysis & Competitive Benchmarking
- Market Insights & Trend Analysis
- Report Writing & Business Strategy

### Web & Digital Research

- Web Research & Google Research
- Data Extraction & Online Research Tools

## EDUCATION:

**Master of Business Administration (Marketing & Finance)**  
Bhabha University Bhopal (M.P.)  
From July 2018 to August 2020  
Grade - 70.5%

**Bachelor of Science** KBT College Barkatullah University (Govt.) Bhopal (M.P.)  
From July 2012 to August 2017  
Grade - 72%