AKSHAY BAWKAR

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SUMMARY

Motivated and results-driven Market Research Analysis seeking a challenging position within a large organization developing strategies .Offering a strong foundation in business Development , data analysis , FMCG research and Market Research with a proven ability to drive & deliver successful outcomes to meet all objectives & goals.

KEY SKILLS

- Process improvement
- Data-driven strategic planning
- Primary & Secondary Market Research
- Quantitative Research

- Market Analysis
- CRM Tool
- Communication skills
- Product Analysis
- V-Lookup, H-Lookup, Pivot table ,PowerPoint

- Consumer Insights
- Proactive and self-motivated
- Organizational skills
- FMCG Operations
- Qualitative Research
- Leadership & Quality Assurance

PROFESSIONAL EXPERIENCE

Desai Group of Company, Mumbai   April 2023 - Current

Market Research & Business Development

- Analyzed diverse product portfolios including **Dry Fruits, Spices and fruits** with other Beverages sector.
- Analyzing the Data of the products and thus doing a Primary Researching on it globally.
- Implementing and understanding the client requirements, step-by-step business strategy model to ensure that our clients as well as our suppliers are satisfied and hence delivering value to the business through B2B engagements.
- Contacting & increase the suppliers in the Existing portfolios.
- Provide Strategic Marketing-Sourcing Solutions.
- Increase the Customer Base by extracting Data by using CRM tool.
- Designed and implemented tables
- Provide Most Effective End-To-End Procurement and Supply Chain Solutions.
- Focus on developing business with Asia while continuing existing businesses with Europe, and the U.S.A. & south-central America, Austral-Asia.
- Good Team player with interpersonal skills.

Fuel Intelligence Pvt Ltd, Mumbai,India   Aug 2021 - Jan 2023

Senior Quality Research Analyst (Marketing Research)

- My role includes Mentoring Train &guide junior members of the team on qualitative research function & process and thus grooming them to work live on the floor.
- Handling Team in the absence of Team leader.
- Identifying shopping trends or patterns& analyze the response
- Contribute to development of new methods/ process by giving feedback to improve product performance.
- Reviewing on time all internal escalations & calibrations exercises
- Completing hygiene checks for Mentors and at individual levels.
- Analysis and scrutiny of Random check assigned from time to time for Analyst.
- Multi-task and handle more than one project at the same time. Thoroughly reviewing data for errors or inconsistencies
- Co-ordinating with the clients like PepsiCo, Reckitt and thus settling up their business.
- Handling the Analyzer tool and thereby giving and rectifying the whole projects by doing proper research and thus delivering it.
- Working knowledge of research techniques & methodology

Majorel India Pvt Ltd, Mumbai, India   April 2020 – June 2021

Senior Executive (Content Moderation

Project : Byte Dance
- Conduct Refresher Training and provide feedback on Errors.
- Working as a Team Leader and managing day to day activities of the team.
- Implementing a timeline to achieve target and task to team members.
- Conducting training of team members to maximize their skills and thus improve their confidence.
- Creating Roster for the whole project and thus forwarding it to the WFM team.
- Conduct Refresher Training and provide feedback on Errors

Accenture Solutions Pvt Ltd, Mumbai, India   March 2018 – December 2019

Transaction Associate-GIS ANALYST

Project : NBN
- Review fiber network design and update it in Geospatial system Spatial net & upload the design in system as per proper service class.
- Apply strong logic to identify the correct path and update the fiber network.
- Remediation of the Location ID of customer premises with proper copper assets as per the artifacts-Interconnect Workbook.
- Tracing of completed network for missing equipment, cables and creation of the same

Project : Snapchat
- Worked on world map for car travelers and people for Navigation purpose. Client will provide the imaginary data and the ground data of the map. We have to do the Lane Map, Road Networking, Directionality and thus tracing them. This will help the users visit the different locations and thus knowing weather location is open or closed and keeping a track of it. By doing this all Operations we can make the map ready for navigation purpose
- Worked on a GIS Navigation mapping, editing for different locations and thus improving in their backend process.
- Responsible for ensuring the map is free of defects and at the appropriate quality level.
- Monitor and track performance progress for respective team
- Conduct Refresher Training sessions and provide feedback on the Top errors.
- Editing of video content in snap applications

EDUCATION & CERTIFICATIONS

Bachelor of Engineering - Information Technology

Fr. Conceicao Rodrigues Institute of Technology (F.C.R.I.T) , Vashi (2016) - 70%

Project Management Course - UDEMY.
Project Management Fundamentals - UDEMY.

EXTRACURRICULAR ACTIVITIES & RNR

- Awarded as Performer of the week in Fuel intelligence PVT LTD for giving good quality in QA.
- Rewarded as Rockstar of the month for outstanding performance in Quality Analysis.
- Was award as First in Photography competition
- Awarded as the best batsman in Cricket for all locations in Accenture.
- Awarded as a best CDP (Client data production) in Accenture to secure the client data.
- Participated in CSR events for Magic bus in Accenture.
- A part of PPA member and thus conducting events on floor.