

Amina Patel

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SUMMARY

Detail-oriented and analytical recent graduate with a strong foundation in market research methodologies and data analysis. Proven ability to generate actionable insights that drive strategic business decisions.

EXPERIENCE

Market Research Intern

Jun 2022 - Present

Insight Analytics, Los Angeles, CA

- Conducted surveys that contributed to a 15% increase in customer satisfaction scores through actionable insights.
- Analyzed market trends and competitor data, resulting in a \$50,000 potential revenue increase identified for new product lines.
- Utilized SPSS and Tableau for data visualization, enhancing reporting efficiency by 30%.

Research Assistant

Sep 2021 - May 2022

University of California, Los Angeles, Los Angeles, CA

- Assisted in the development of a comprehensive market analysis project that resulted in a published paper.
- Facilitated focus groups and processed qualitative data, providing insights that improved academic research quality.
- Managed data entry and analysis, reducing processing time by 20% through effective organization.

Sales Associate

May 2019 - Aug 2021

Target, Los Angeles, CA

- Collected customer feedback leading to improved in-store promotions and a 10% increase in foot traffic.
- Utilized sales data to assist management in adjusting stock levels, decreasing overstock by 25%.

EDUCATION

Bachelor of Science in Business Administration

May 2021

University of California, Los Angeles, Los Angeles, CA • GPA: 3.7

SKILLS

Technical Skills: Data Analysis, Statistical Analysis, Market Research, Survey Design

Tools & Frameworks: SPSS, Tableau, Excel, Google Analytics