

Aisha Patel

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SUMMARY

Detail-oriented Market Research Analyst with over 5 years of experience in analyzing market trends and consumer behavior. Proven track record in delivering actionable insights that drive strategic business decisions and enhance market positioning.

EXPERIENCE

Market Research Analyst

Jan 2022 - Present

Tech Innovations Inc., San Francisco, CA

- Led a market segmentation project that increased customer targeting efficiency by 35%, resulting in a \$500K increase in quarterly revenue.
- Developed and implemented a new survey methodology that reduced data collection time by 40%, improving overall project turnaround.
- Utilized advanced statistical software (SPSS, R) to analyze consumer data, providing insights that influenced product development strategies.

Junior Market Research Analyst

Jun 2019 - Dec 2021

Global Insights Ltd., Los Angeles, CA

- Assisted in the execution of over 15 market research projects, contributing to insights that led to a 20% growth in client base.
- Conducted competitive analysis that identified key industry trends, enabling clients to adapt strategies effectively.
- Collaborated with cross-functional teams to integrate market insights into marketing plans, enhancing campaign success rates by 25%.

Market Research Intern

Jan 2018 - May 2019

Consumer Studies Corp., San Diego, CA

- Supported the research team by collecting and analyzing data from various sources, improving data accuracy by 30%.
- Participated in focus group discussions, gathering qualitative insights that informed product adjustments.
- Prepared reports and presentations for senior management, enhancing understanding of market dynamics.

EDUCATION

Bachelor of Science in Marketing

May 2018

University of California, Berkeley, Berkeley, CA • GPA: 3.7

SKILLS

Technical Skills: Data Analysis, Statistical Modeling, Survey Design, Market Segmentation

Tools & Frameworks: SPSS, R, Excel, Tableau