



# Amit Gengaje

## Aspiring Business Analyst

Relying on an analytical and detail-oriented approach, I possess 2 years of experience in conducting market research and competitor analysis with a track record of building and maintaining strong client relationships. I have proficiency in using advanced research tools to deliver high-impact results and recommendations. I am looking for a BUSINESS ANALYST (BA) role that involves research, interaction to understand client requirements, analysis and coordination to deliver the best-suited solutions.

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<b>Educational Qualifications</b>	<ol style="list-style-type: none"><li>1. Full-time master's degree in Entrepreneurship, Innovation and Management <b>Nottingham University Business School, UK (2016-18)</b></li><li>2. Full-time bachelor's degree in Business Management (Honours) <b>School of Business, Queen Mary University of London, UK (2013-16)</b></li></ol>
<b>Competencies</b>	<ul style="list-style-type: none"><li>▪ Data Visualisation (Tableau, Power BI)</li><li>▪ Statistical Analysis (Advanced Excel, SPSS)</li><li>▪ SQL</li><li>▪ Market Research and Analysis</li><li>▪ Data Collection and Interpretation</li><li>▪ Competitor Analysis</li><li>▪ Survey Design and Implementation</li><li>▪ Client Relationship Management</li><li>▪ Problem-solving</li><li>▪ Written and Oral Communication</li><li>▪ Professional Presentation</li><li>▪ Service-oriented and Approachable</li></ul>
<b>Professional Experience</b>	<ol style="list-style-type: none"><li>1. <b>Market Research Analyst, Mamba (Bangalore)</b> (September 2022 – Present)<ul style="list-style-type: none"><li>▪ Analysing large datasets using statistical software and data visualization tools to identify patterns and trends.</li><li>▪ Conducting primary and secondary market research to gather data on industry trends, consumer behaviour and competitor activities.</li><li>▪ Designing and executing surveys, questionnaires and focus groups to collect valuable insights from target audiences.</li><li>▪ Preparing detailed market research reports, including findings, insights and actionable recommendations for clients.</li><li>▪ Collaborating closely with cross-functional teams to develop strategies based on</li></ul></li></ol>

**Professional Experience**

- research findings.
- Managing client relationships, ensuring timely project delivery and addressing client queries and concerns.
- Continuously monitoring industry developments and providing real-time updates to clients.
- Presenting research findings to clients through engaging presentations, webinars and written reports.

**2. Content Delivery, Multiple Clients (Remote)**

(September 2022 – Present)

- Gathering requirements and specifications from international clients in different industry domains and product lines to produce Business Requirement Documents.
- Interacting with the founder and tech team to explain the client’s specifications and expectations.
- Delivering precise content based on research and strategically designed frameworks after multiple rounds of discussions with the clients.
- Meeting specific content requirements.
- Matching the brand voice and target audiences.
- Collaborating for branding and marketing strategies.

**3. Digital Marketing Analyst, Blue Horizon Developments (Thailand)**

(March 2019 - March 2020)

- Understanding the client requirements regarding digital marketing.
- Designing engaging email campaigns for Webmail, iOS and Android to boost client engagement and conversions.
- Creating and executing customer-journey maps and email strategies across diverse campaigns.
- Amplifying customer interactions and campaign impact.
- Managing a CRM and project management software to integrate all departments from sales to operations.
- Enhancing conversions by analysing and suggesting website improvements.
- Monitoring websites across domains through Google Analytics and FullStory.

**4. Manager, The Kaze 34 Hotel (Thailand)**

(October 2018 - November 2018)

- Producing tenant invoices and receipts in Excel on a daily, monthly and yearly basis.
- Providing training and management to staff as per the organizational structure.
- Coordinating essential documentation with Thai immigration to uphold strong relations.

**5. Business Development Consultant, Yoop Tech Ltd (United Kingdom)**

(December 2016 – May 2017)

- Creating user engagement strategies for a website and mobile app.
- Designing ad campaigns and logos and securing brand ambassadors to boost retention and drive growth.
- Assisting in the initial phases of product development, including black-box testing, app optimization sessions, analyzing data and fueling product and business development through focus groups.

**Language Proficiency**

English, Thai, Hindi, Marathi

**Postal Address**

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