

Kunal Kulkarni

Market Research Analyst - Data Analysis, Trend Analysis, Insights Delivery, Client Handling

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📍 [Toronto](#)

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SKILLS

- **Programming Languages:** Proficient in Excel, Python, SQL, PostgreSQL for data manipulation and analysis.
- **Data Visualization:** Well-versed in Tableau and Power BI for interactive reports and dashboards.
- **Data Science & Analysis:** Experienced with Pandas, NumPy, R for statistical analysis and modeling.

WORK EXPERIENCE

Customer Success Associate

April 2023 – Present

Loblaws Companies Limited, Canada (On-site)

- Awarded "Above Beyond" recognition for exceptional contributions to operational efficiency improvements.
- Analyzed store-level consumer preferences, boosting relevant product recommendations by 15% and proposing demographic-based product variations that drove a 10% sales increase in the category.
- Successfully transitioned to a cloud-based temperature monitoring system, a nationwide program initiative.

Senior Associate Consultant

March 2021 – March 2022

Coherent Market Insights, India (Hybrid)

- Received Employee of the Month award for successfully leading and managing a team after a 50 percentage reduction, maintaining productivity and team morale during challenging circumstances.
- Oversaw all project phases, from initial planning to final reporting, ensuring timely delivery and accuracy. Provided strategic insights that influenced high-stakes business decisions, resulting in a 15% improvements in business decision-making.
- Increased client satisfaction by 9%, enhancing the customer experience from 85% to 94%, by streamlining resource allocation, offering tailored proposals, and implementing targeted solutions, driving a 15% retention boost.
- Developed and executed a high-impact marketing initiative during the COVID-19 pandemic, leading to a 30% rise in lead generation and a 20% improvement in audience engagement.

Associate Consultant

March 2020 – March 2021

Coherent Market Insights, India (Remote)

- Authored 250+ industry reports, delivering analyses on market trends, competitive landscapes, and emerging opportunities, offering clients actionable insights derived from data-driven modeling that fueled decisions.
- Identified key growth opportunities by conducting thorough data analysis and research, contributing to a 12% increase in market share for clients by aligning strategies with evolving customer needs and behaviors.
- Applied advanced statistical methods, including regression analysis and time-series forecasting, to model customer behavior and market behavior, improving prediction accuracy by 18% and effective business decisions.
- Partnered with cross-functional teams and internal and external stakeholders to seamlessly integrate insights from market data into comprehensive business strategies, ensuring alignment with organizational goals and contributing to a 90% project success rate.

Research Analyst

November 2019 – February 2020

Coherent Market Insights, India (On-site)

- Conducted both primary and secondary market research, providing actionable data insights that influenced key marketing and operational strategies, contributing to a 10% increase in decision-making accuracy.
- Processed and analyzed large data sets using advanced data statistical analysis to extract actionable insights, leading to a 20% improvement in targeted marketing campaigns and increased ROI for clients.
- Delivered key insights in tailored reports for senior management, leveraging data analytics tools, reducing decision-making time by upto 15% and supporting business response strategies across departments.
- Enhanced data collection and reporting mechanisms, improving data accuracy by 25% and ensuring timely, consistent reporting for senior executives, thereby reducing operational bottlenecks and improving efficiency.

EDUCATION

Conestoga College

Business Analytics

January 2023 – August 2023

Canadore College

Business Management

May 2022 – December 2022

Shivaji University

B.Tech in Mechanical Engineering

August 2014 – July 2019