Daniel Brown

Market Research Analyst

CONTACT

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- United States, New York, NY

EDUCATION

Master of Science in Market Research and Data Analysis

Columbia University, Graduated: May 2017

Bachelor of Science in Economics

University of California, Graduated: May 2014

Certifications

- **Certified Market Research Analyst-**, January 2021
- **Advanced Data Analysis with Python-**, *LinkedIn Learning*, June 2020

PROFESSIONAL SUMMARY

Results-driven Market Research Analyst with experience specializing in healthcare and consumer goods markets. Adept at research methods, with a proven track record of delivering actionable insights that drive business decisions. Currently seeking to utilize strong analytical skills to lead market research efforts at a forward-thinking organization.

EXPERIENCE

Market Research Analyst 2021 - Now

Boston Consulting Group, New York, NY

- Lead market research projects across multiple industries, focusing on identifying key trends.
- Develop and execute both qualitative and quantitative research strategies, including online surveys and in-depth interviews.
- Design detailed reports, providing actionable insights and strategic recommendations to senior leadership and clients.
- Partner with product development teams to incorporate market insights into the design process.

Senior Market Research Analyst 2017 - 2021

J.P. Morgan Chase, New York, NY

- Managed large-scale market research studies in the financial services sector, including customer satisfaction surveys.
- Worked with cross-functional teams to analyze and interpret customer behavior, leveraging statistical analysis.
- Developed client-facing dashboards using Tableau, making complex data more accessible and actionable.
- Trained junior analysts on research methodologies, data analysis techniques, and reporting processes.

SKILLS

Skill	Rating
Market segmentation and consumer behavior analysis	★★★★★
Proficiency in data analysis software (SPSS, R, Python, Tableau)	★★★★★
Survey design, focus groups, and interviews	★★★★★
Statistical modeling and predictive analytics	★★★★★
Data visualization (Tableau, Power BI)	★★★★★
Strong project management and leadership skills	★★★★★
Clear verbal and written communication	★★★★★