SHOURYAA SHARMA

BUSINESS ANALYST · MARKET RESEARCH & DATA ANALYSIS · CONSUMER INSIGHTS · FMCG

CONTACT

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SKILLS

Analysis & Insights

Business Analysis | Market Research | Data Analysis | Advanced Excel | Consumer Insights | Stakeholder Coordination | Competitive Analysis | Cross-functional Collaboration | Stakeholder Management

Strategy & Reporting

GTM Strategy | Product Positioning | B2B | Customer Acquisition | Market Sizing | Customer Segmentation | Jira | Confluence | Report Writing & Presentation | CRM

Data Tools & Languages

SQL | Tableau | Power BI

EDUCATION

Master of Business Administration

Food & Agribusiness Management + Marketing
NIFTEM-K · 2027
GPA: 7.10

Bachelor of Business Administration

Business Administration
Amity University Online, Noida · 2025
GPA: 7.23

Bachelor of Technology

Food Technology
Amity University, Noida · 2025
GPA: 7.49

CERTIFICATIONS

- **Data Analytics** · *Google*
- **Advanced Excel** · *LinkedIn Learning*
- **Digital Marketing Specialist (Adv.)** · *LinkedIn Learning*
- **HubSpot Marketing Hub** · *HubSpot Academy*
- **FSMS (Food Safety Management)** · *BSI*
- **HACCP Implementation** · *FICSI*
- **Manufacturing Training** · *FoSTaC*
- **Rice Fortification Training** · *NIFTEM-K*
- **NPTEL** · *Innovation, Sociology, Writing, Advertising & Sales*

PROFESSIONAL SUMMARY

Business Analyst applying **market research**, **data analysis**, and **stakeholder coordination** to turn customer and competitor inputs into clear recommendations. Translates survey findings, sampling feedback, and sales signals into action for **go-to-market planning** and growth decisions. Uses **Advanced Excel**, **SQL**, and **dashboarding** to support structured, data-driven FMCG business decisions.

WORK EXPERIENCE

Business Development Intern / *Frugivore Pvt. Ltd*

Jun 2026 – Aug 2026

- Conducted primary **market research** across **50+ cafés and restaurants** using **customer surveys**, **competitor benchmarking**, and product sampling.
- Supported launch analysis for **2 new products** (NutriPop and Kombucha) to expand **hospitality-channel** presence.
- Built and managed a pipeline of **15 HoReCa client relationships** through targeted outreach and prospecting.
- Translated survey responses and competitor gaps into clear **consumer-trend insights** for hospitality-channel decision-making.
- Analysed **customer-acquisition** and **market-expansion** opportunities to support **go-to-market planning** for frozen berries.
- Used **Advanced Excel** to organize research findings and track outreach progress across hospitality prospects.

Production, R&D & Quality Control Intern / *Pravin (Suhana) Masalewale*

Dec 2024 – Apr 2025

- Analysed daily production and **quality data** across **batches of up to 2,000 kg/day** to track **GMP** and **FSMS compliance** during high-volume runs.
- Supported development of **3 new product formulations** by reviewing trial data and shelf-life test results for new spice blends.
- Performed weekly **quality-data analysis** across **25+ production batches**, documenting moisture, colour, and texture trends to maintain consistency.

Quality Assurance Intern / *TajSATS Air Catering*

May 2024 – Jul 2024

- Analyzed **microbiological test data** from **20+ food samples per day**, including TPC, E. coli, Coliform, Yeast, and Mould.
- Documented **SOP compliance** checks to support **audit readiness** across airline catering quality standards.
- Monitored hygiene conditions and flagged deviations to maintain **food-safety standards** in production areas.

Quality Assurance Intern / *Jivamrit Agro Organic*

May 2023 – Jun 2023

- Analysed pH, moisture, and **pesticide-residue** results to verify **organic product compliance** against quality standards.
- Managed **organic-certification records** for **50+ SKUs**, supporting accurate documentation across the product portfolio.
- Reviewed test findings and certification files in **Advanced Excel** to support consistent tracking of compliance documentation.

PROJECTS

Customer Churn Dashboard — **Data analysis** and visualization of churn drivers.
Netflix Dashboard Sample — Exploratory **data analysis** and **dashboarding**.
Go-To-Market Strategy — Market entry and launch planning exercise.
NPD Nutri Waffles — **New product development** case study.
E-Commerce-Business-Intelligence-Dashboard – **Insight to an E-commerce Business**
Sales-Metrics-Performance – Sales Performance of a company
MySQL Analyst Academy— Interactive **SQL Learning Platform**.

LEADERSHIP & ADDITIONAL EXPERIENCE

- MBA Immersion Programs — **IIM Jammu** (Jan 2026) & **IIM Indore** (Apr 2026).
- Village Adoption Program (VAP), Himachal Pradesh (2025).
- International conferences: 5th–8th **AMIFOST** (Future of Food Science & Technology, Healthier Food Systems, Sustainable Foods, Food Sustainability).