

# RADHIKA SAHI

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## INTRODUCTION

Versatile professional with strong abilities in data interpretation and problem-solving.

User of generative AI tools to support qualitative analysis, streamline reporting, and enhance insight development through faster theme identification and content structuring.

Proven skills in identifying trends, generating actionable insights, and supporting business decisions.

Comfortable leading and designing research as well as managing project execution. Proactive and excited to partner with like-minded individuals to achieve goals.

## EXPERIENCE

**08/2021 to Present**

**Junior Analyst**

**Incisiv Analytics Private Limited**

- Independently handling end-to-end project execution—including research design, data collection, analysis, and report writing.
- Delivering impactful client-facing reports and insights presentations.
- Collaborating with cross-functional teams to ensure smooth and timely project delivery.
- Conducting training sessions and mentoring newly joined team members as part of capability-building efforts.
- Demonstrating a strong focus on detail orientation, proactive ownership, and collaborative teamwork throughout all project phases.

**06/2021 to 08/2021**

**Freelance Researcher**

**Research Agencies**

- Worked on projects with research agencies to aid in consumer analysis.

**01/2021 to 05/2021**

**Senior Associate Employee Experience**

**Moolya Testing**

- Facilitated people branding, and employee engagement.
- Prepared data and insights into corporate culture.

**08/2020 to 01/2021**

**Freelance Qualitative Researcher**

**Transact Campus Inc**

- Assisted in conducting ethnographies for client projects.
- Compiled data and insights for research report development.

**09/2019 to 08/2020**

**Freelancer**

**Research Agencies**

Worked with a reputed research agency to make consumer insights driven reports.

- 05/2017 to 07/2019**      **Qualitative Research Manager**  
**Kantar IMRB**
- Handled coordination and execution of projects for the British American Tobacco client at KANTAR IMRB.
  - Expertise involved end-to-end project coordination, analysis of data, reporting, and preparing executive summaries and presentations for the client with respect to the project objectives and brief.
  - Developed team communications and information for presentations and meetings.
- 05/2015 to 04/2017**      **Brand Executive**  
**ABP Pvt Ltd**
- Was part of the brand team of INFOCOM (largest Business-Technology-Leadership Conference in India since 2002) at ABP Pvt Ltd.
  - Extensively worked on event content, event coordination, event planning, and event execution.
  - Worked to build a positive brand and image for the company with the media and public.
- 06/2014 to 12/2014**      **Trainee**  
**Rediffusion Dentsu Young & Rubicam Pvt. Limited**
- Trained for six months in the Client Servicing Department of Rediffusion Dentsu Young & Rubicam Pvt. Limited in Kolkata.
  - Worked on Eveready brand communication and branding.
- 12/2013 to 01/2014**      **Intern**  
**Response India Private Limited**
- Interned for four weeks in the Client Servicing Department of Response India Private Limited between December 2013 and January 2014.
  - Completed projects on TMT bars, real estate residential properties, and jewellery trends, which required a competitive analysis of the communication mediums used, and research on the current scenario and trends.
- 12/2012 to 12/2012**      **Intern**  
**ITC**
- Interned for 4 weeks in the Marketing Branch of ITC's Tobacco Division in Kolkata in December 2012.
  - Completed a project based on consumer behaviour.
- 05/2012 to 06/2012**      **Intern**  
**ABP Pvt Ltd**
- Interned for five weeks in the Classifieds Department of ABP Pvt Ltd in Kolkata between May and June 2012.
  - Conducted a project on a market survey among advertising agencies related to ABP.
  - Completed a project on repositioning one of their advertising mediums.

## SKILLS

- Microsoft tools (Word, Excel and PowerPoint)
- Canva
- Pitch Presentations
- Image editing tools
- Branding
- Content creation
- Event planning
- New product development
- Positioning
- Project Training
- Presentations
- Project coordination
- Reporting
- Research (primary and secondary)
- Research reports
- Project management
- Report-writing
- Market research proficiency
- Qualitative data analytics
- Communication skills

## LINKEDIN PROFILE

[Radhika Sahi Profile](#)

## EDUCATION

- 03/2014** **Post graduate diploma:** Integrated Marketing Communication Management  
**Indian Institute Of Social Welfare & Business Management & Calcutta Media Institute**  
Did a project on 'Campaigns that built Vodafone in India'.
- 04/2013** **Bachelor's of Commerce (Honours):** Marketing  
**St Xavier's College**  
Did a project on 'Readership of Newspapers in present times'.
- 04/2010** **Schooling**  
**La Martiniere For Girls**

## VOLUNTEER EXPERIENCE

IPER - Institute of Psychological and Educational Research, 2020-01-01 to 2020-02-29, Involved in teaching and boosting educational abilities of young children, mainly in subjects of English, Hindi and Crafts.

## LANGUAGES

**English:**  C2  
Proficient

**Hindi:**  C2  
Proficient