

SHOURYAA SHARMA

Business Analyst | Market Research & Data Analysis | Consumer Insights | FMCG

CONTACT

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CORE SKILLS

Business Analysis
Market Research
Data Analysis
Consumer Insights
Competitive Analysis
Advanced Excel
Stakeholder Management
Cross-functional Collaboration
GTM Strategy
Product Positioning
B2B Customer Acquisition
Report Writing & Presentation

EDUCATION

MBA — Food & Agribusiness Mgmt + Marketing
NIFTEM-K | GPA 7.09 | 2027
BBA — Business Administration
Amity Univ. Online, Noida | GPA 7.23 | 2025
B.Tech — Food Technology
Amity University, Noida | GPA 7.49 | 2025

CERTIFICATIONS

- Data Analytics — Google
- Microsoft Excel Advanced — LinkedIn Learning
- Digital Marketing Specialist Advanced — LinkedIn Learning
- HubSpot Marketing Hub Software — HubSpot Academy
- FSMS (Food Safety Management System) — BSI
- HACCP Implementation — FICSI
- Advanced Manufacturing Training — FoSTaC
- Rice Fortification Training — NIFTEM-K
- NPTEL: Economics of Innovation, Sociology of Science, Effective Writing

PROFESSIONAL SUMMARY

Aspiring **Business Analyst** pursuing an MBA in Marketing & Agribusiness at NIFTEM-K, focused on **market research, consumer insights, and data-driven business analysis** within FMCG. Experienced in turning primary research and business data into clear, actionable recommendations that inform go-to-market and growth decisions, using **Advanced Excel** and structured research methods. Seeking to apply strong **analytical, stakeholder management, and cross-functional collaboration** skills to a Business Analyst or Market Research role in FMCG.

PROFESSIONAL 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 — delivering consumer-trend and competitor-gap insights that directly informed leadership's hospitality-channel strategy.
- Supported the **go-to-market launch of 2 new products** (NutriPop and Kombucha) through customer-acquisition and market-expansion analysis, helping establish the brand's presence in new hospitality accounts.
- Built and managed a pipeline of **15 HoReCa client relationships** through targeted outreach and prospecting, growing the customer base and revenue potential for the frozen berries portfolio.

Production, R&D & Quality Control Intern | Pravin (Suhana) Masalewale *Dec 2024 – Apr 2025*

- Analyzed daily production and quality data across batches of up to **2,000 kg/day**, using process checks that kept GMP and FSMS compliance on track across high-volume runs.
- Supported development of **3 new product formulations** by evaluating trial data and shelf-life test results, helping move new spice blends closer to market readiness.
- Performed weekly quality-data analysis across **25+ production batches**, documenting moisture, colour, and texture parameters to maintain consistent product standards across production runs.

Quality Assurance Intern | TajSATS Air Catering *May 2024 – Jul 2024*

- Analyzed microbiological test data on **20+ food samples/day** (TPC, E. coli, Coliform, Yeast & Mould), safeguarding food-safety standards for airline catering operations.
- Supported audit readiness through SOP compliance documentation, hygiene monitoring, and equipment-calibration tracking, contributing to sustained audit compliance.

Quality Assurance Intern | Jivamrit Agro Organic *May 2023 – Jun 2023*

- Conducted quality analysis (pH, moisture, pesticide-residue testing), helping confirm organic product compliance standards were met.
- Assisted with organic-certification documentation covering **50+ SKUs**, supporting accurate certification recordkeeping across the product portfolio.

LEADERSHIP & ADDITIONAL EXPERIENCE

- **MBA Immersion Programs** — IIM Jammu (Jan 2026) & IIM Indore (April 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)

PROJECTS

- [Customer Churn Dashboard](#)
- [Netflix Dashboard Sample](#)
- [Go To Market Strategy](#)
- NPD Nutri Waffles