Ashwin D'Souza

E-commerce Market Research Analyst

market-research-analyst@example.test
Toronto, Canada

Research scope

640 survey responses — Analysed after validating quotas and the recruitment source.

18 discovery interviews — Identified confusion about returns, delivery and use cases.

Four product concepts — Compared based on purchase interest and perceived differentiation.

Summary

Market research analyst supporting online retail and category decisions. Combines survey, interview and sales evidence to explain demand, purchase friction and comparable products. Provides decision briefs with clear sampling limits.

Experience

E-commerce Market Research Analyst

Copperleaf Commerce Studio | 2022-03 – Present

- Cleaned 640 survey responses and compared purchase intent by product category. Flagged incomplete quota groups and avoided reporting precise subgroup results with small samples.
- Conducted 18 discovery interviews across first-time and repeat shoppers. Separated practical delivery problems from objections about product fit and presented both to category leads.
- Tested four product concepts using fixed descriptions and rotated order. Reported qualified interest, evidence of confusion and which comparisons needed a larger sample.
- Reconciled competitor bundle prices, included items and delivery terms. Advised merchandising against treating different package configurations as like-for-like prices.

Consumer Insights Coordinator

Birchwater Research Cooperative | 2019-06 – 2022-02

- Built weekly category dashboards from survey responses and channel data. Documented where the sources differed in product classification or reporting period.
- Maintained interview frameworks and quality-checked transcripts for unanswered items. Sent recruitment gaps to the project lead before fieldwork closed.
- Prepared issue summaries for purchasing surveys and checked response coding against examples agreed with the research manager.

Education

BCom Marketing and Analytics

Lakewind College of Business | 2019

Skills

Survey research · Interview synthesis · Concept testing · Category analysis · Research presentation

Languages English · Konkani