

# Nohealani Vaughans

Market Research  
Analyst

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## Profile

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### Details

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I have over 2 years of experience as a Market Research Analyst. I have conducted research for clients in various industries, including healthcare, technology, and retail. I am skilled at conducting primary and secondary research, data analysis, and report writing. I am also proficient in using statistical software programs such as SPSS and SAS. My strong analytical skills help me to identify trends and insights in data that can be used to make recommendations to clients.

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## Employment History

### Senior Market Research Analyst at Nielsen, WV

Apr 2022 - Present

- Led a team of 4 market research analysts in conducting customer surveys for a new product launch, which resulted in a 95% satisfaction rating.
- Presented findings from extensive market analysis to the executive team, resulting in increased investment in the target market by 20%.
- Authored white paper on trends in the health food industry that was published by leading trade magazine.
- Conducted focus groups with doctors and nurses to gather feedback on a new medical device, which led to design changes that improved user experience by 25%.
- Managed all aspects of data collection and analysis for annual customer satisfaction survey with over 10,000 respondents.

### Market Research Analyst at , WV

Aug 2020 - Feb 2022

- Conducted market research for a new product line and found that there was high potential demand in the market.
  - Wrote a report on the findings of the market research, which led to the decision to launch the new product line.
  - Conducted customer surveys to gather feedback on a company's products and services.
  - Analyzed survey data and wrote a report with recommendations on how to improve customer satisfaction.
  - Researched competitors' products and pricing in order to develop strategies for increasing market share.
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## Education

### Bachelor of Science in Market Research at West Virginia University

Sep 2016 - May 2020

Some skills I've learned are market analysis, research design, data collection and analysis, and report writing.