

# Nehal S Naphade

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## Skills

- **AI-Powered Consumer Insights**
- **Social Intelligence & Listening**
- **Qualitative & Quantitative Research**
- **Brand Equity & Strategy Development**
- **FMCG / Healthcare / Retail Analytics**
- **Data Storytelling & Visualization**
- **Client Relationship Management**
- **Project Lifecycle Management**
- **Tools & Platforms:** PowerPoint, Excel, Python, Brandwatch, Sprinklr, Synthesio
- **Soft Skills:** Critical Thinking, Communication, Creativity, Collaboration, Adaptability

## Education

### Advanced Programme in AI-Powered Marketing

Indian Institute of Management Calcutta, Calcutta | October 2021

### Master of Arts in Industrial Psychology

SNDT Women's University, Mumbai | May 2018

### Bachelor of Arts in Psychology

Kamala Nehru College, Delhi | May 2016

Consumer insights professional with 6+ years of experience transforming AI, social intelligence, and qualitative research into strategic, data-driven decisions. Proven expertise in guiding brand, product, and marketing strategies across FMCG, healthcare, and retail sectors. Recognized for delivering compelling insight narratives, collaborating across teams, and driving growth through consumer-centric thinking.

## Work History

### Assistant Manager – Social Edge (AI & Social Intelligence)

Genpact, Bengaluru | February 2024 - Current

- Lead AI-powered insight programs for global FMCG and pharma brands, turning unstructured digital data into strategic insights
- Built frameworks using Brandwatch and Synthesio to detect emerging trends, consumer needs, and innovation gaps
- Interpreted 1M+ data points to inform brand, product, and communications strategies with high relevance
- Partnered with stakeholders to customize insights for executive-level reporting and decision-making

### Senior Research Executive – Qualitative & Social Intelligence

Ipsos, Gurgaon | April 2022 - February 2024

- Executed hybrid research combining social listening and qualitative methods across F&B, personal care, and electronics
- Produced AI-enhanced reports influencing product innovation and customer experience
- Designed digital communities for real-time concept testing, reducing research timelines by 25%
- Worked with analytics teams to blend ML findings with qualitative analysis, enhancing insight reliability

### Research Manager – Qualitative Research

Kantar, Bengaluru | November 2018 - March 2022

- Led qualitative projects on brand equity, communication testing, and U&A studies in retail and FMCG sectors
- Conducted 200+ IDIs, focus groups, and ethnographic research to uncover deep consumer motivations
- Delivered integrated insights combining qualitative and quantitative for stronger client recommendations

## Projects

- **Trend Prediction Tool (2024):** Built Python-based solution forecasting trends using social listening data and keyword tracking
- **Trend Identification Tool (2024):** Reduced insight generation time by 80% through automation analysing 50K+ social posts
- **AI + Human Expertise in Social Media Analysis (2023):** Co-authored whitepaper on the strategic blend of AI/ML with qualitative methods
- **News Content Recommendation Engine (2021):** Developed as part of IIMC coursework to enhance content discovery for a startup
- **Dissertation (2018):** Investigated the impact of online consumer behaviour on purchase decisions