

## ValueTank Research Insights Advisor

Location **Hawaii** https://www.genclassifieds.com/x-629955-z



There are many processes out there to help leaders solve problems, manage change, and grow and innovate. But recently you may have heard of a newer approach that's circulating in the business-management landscape: design thinking. I use design thinking methodologies in my consulting project engagements and demonstrate actualization of concept use.

There are 3 rules: Define the problem. Explain your market opportunity. Build and Test.

Research - Analytics - Strategy -Insights - Planning Advisor - Brand Design Catalyst

Are you seeking a consultant or deciding whether it is worthwhile to speak with one?

Polina provides Market Research Consulting. This encompasses market research, forecasting, budgeting, personnel management, lifecycle management, professional development, product branding, start-up strategy development, and administrative processes.

I support the creation and execution of syndicated and custom market research reports for your business by

- 1. Conducting telephone and online interviews with leading technology suppliers, users and distribution channels
- 2. Developing project infrastructure such as survey instruments, data collection instruments, market forecast models, value chains, etc.
- 3. Creating market forecasts, vendor profiles and analysis reports for the IoT industry
- 4. Identifying critical themes and implications in complex datasets and defining creative strategy alternatives and actionable recommendations
- •Creating thoughtful and thought-provoking public content such as through blogs and webcasts
- •Communicating and presenting your brand presentations at industry events, corporate meetings, and other public forums through a number of traditional and new



## Past Services:

## MARKETING ANALYTICS

Media-mix-modeling

Our Marketing analytics related services:

Marketing Mix Analysis & Optimization

Pricing Analysis & Optimization

Media Effectiveness Analysis & Optimization

Trade Promotion Effectiveness Analysis and Optimization

New Product Development Analysis

Direct And Indirect Impact Of Branding Efforts On Sales

Portfolio Strategy and Activation

**Brand Equity** 

**Customer Analytics** 

**Customer Strategy** 

360 Degree Single Customer View

**Customer Acquisition** 

Customer Usage / Growth

**Customer Retention** 

Consumer and Market

Needs, usage and attitude studies

Consumer segmentation

Market sizing

Product

Concept testing and evaluation

Product design and optimization

Product usage and satisfaction

Pricing

Concept testing and evaluation

Product design and optimization

Product usage and satisfaction

Brand

Brand health tracking

Brand perception by segments

Brand portfolio optimization

Customer satisfaction

Customer Engagement / Loyalty

**Product Strategy** 

**Product Bundling** 

**Product Pricing** 

**Product Placement** 

Campaign Management

Campaign Design

Campaign Incrementality

**Contact Optimization** 

**Rol Optimization** 

Multi Channel Synchronization

Sales Planning

**Target Setting** 

Sales Force Optimization

Incentive Management

Store Sales Drivers

**Inventory Management** 

Store Layout Planning

Retail Store Location Analysis

Sales Execution

Sales Territory Alignment

**Account Planning** 

**Telesales Optimization** 

**Branch Productivity** 

After Sales Support

**Contact Centre Planning** 

Contact Centre productivity

Strategy: Plan, Conceptualize, Frame, Map, Teach

Research: Usability Testing, Foccus Groups, Ethnography, Contextual Inquiry, Expert Evaluation, Persona, Customer Journey, Concept Testing, Travel Path Testing Online Surveys, Competitor Analysis, Customer Satisfaction Surveys, Requirement Gathering, Shadowing, Competitive Testing, Web Analytics, Photo Ethnography, Remote Usability Testing, Remote Workshops, Remote Focus Groups, Card Sorting, Global /Cultural Testing/Analysis, Generative Research

Design: Ideation Workshops, Interaction Architecture, Implementation Support, Wireframes, Design Validation, Vision Design, Prototyping, Sketching, Co-design Workshops, Participatory Design, Release Roadmapping, Concept Ideation, Content Inventory, Journey Mapping, Service Design, Process Design, HTML/CSS Template, Experience Innovation, User Group Modeling, Concept Generation, Experience Design

Email me for details.

Keywords; administrator, advertising, adviser, advisor, agency, agent, analysis, analyst, anywhere, application, assistant, assurance, b2b, biz, broker, business, call, campaign, career, casualty, clerical, client, clients, closer, commerce, commercial, commission, competitive, computer, concept, convenience, coordinator, coverage, creative, CRM, CSR, direct, district, ecommerce, efficiency, energy, entrepreneur, entry entry-level, e-signer, estate, executive, expert, finance, financial, franchise, free, freedom, general, grow, health, hiring, home, hospitality, HR, human, improvement, infrastructure, in-home inside, insurance, integration, internship, IT, jobs, labor, lead, leadership, licensed, life, manager, market, marketer, marketing, media, mortgage, motivated, negotiation, network, networking, office, officer, online, opening, opportunity, ops, outside, owner, ownership, placement, planning, policy, president, profession, professional, project, promotion, property, public, QA, quality, real estate, real, receptionist, recruiter, recruiting, regional, relations, remote, rep, representative, research, resources, retail, sales, salesperson, saleswoman, secretary, security, sell, seller, selling, server, service, social, softener, software, south, specialist, strategic, strategy, support, systems, team, tech, technology, telecommute, telemarketing, territory, time, trusted, twitter, underwrite, underwriter, vice, virtual, VP, warehouse, web, work from home, work at home, home.