Umesh Bhurtel

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Research Analyst focused on identifying structural business and product problems and using data-driven research to determine actionable solutions. Experienced in end-to-end research design, primary and secondary data collection, statistical analysis, competitive intelligence, and feasibility research using SPSS, R, Python, SQL, and Power BI. Skilled in TAM/SAM analysis and technology-adoption research, translating complex findings into clear business decisions. Reduced cross-team handoff delays by an estimated 25–30% through sales-to-delivery process research and increased qualified candidates surfaced per search by an estimated 2–3× through a redesigned sourcing methodology. Research has also informed product relaunch, pricing, and infrastructure-investment decisions. Experienced in independently owning research questions from problem definition and data collection through analysis, insight generation, and actionable recommendations.

EXPERIENCE

Business Innovation Associate (Part-Time) Kathmandu, Nepal
Aituniv (Logictive Solutions Group) Jan, 2026 - Present

- Diagnosed inefficiencies across the end-to-end sales-to-delivery pipeline, mapping workflows and identifying bottlenecks; recommendations contributed to an estimated 25–30% reduction in cross-team handoff delays.
- Designed and implemented a lead-generation research and automation workflow covering prospect sourcing, contact discovery, verification, and personalized outreach, reducing manual research effort and standardizing the BD team's outbound process across pipeline stages.
- Led opportunity research and qualification for government, UN, and EU-funded technology tenders, supporting proposal development across multiple international submissions and expanding the company's pipeline into public-sector and multilateral funding opportunities.
- Conducted market and competitive research to support the go-to-market strategy for a new product launch, providing evidence-based insights that informed positioning and market-entry decisions.

Research & Development Associate Kalopul-Ratopul Rd, Kathmandu
Logictive Solutions Feb, 2025 - Present

- Led idea-to-prototype research for new product concepts, translating research findings into a functional prototype for a UGC (user-generated content) ad-creation automation tool and validating technical feasibility before full development investment.
- Redesigned the candidate-sourcing methodology for a Talent-as-a-Service business line, increasing qualified candidates surfaced per search by an estimated 2–3× through improved sourcing and screening processes.
- Conducted market and competitive research for Mirrago, an AI-powered virtual try-on platform for fashion e-commerce, applying TAM/SAM frameworks to evaluate market opportunity and inform relaunch strategy and pricing decisions presented to leadership.
- Conducted a feasibility assessment for establishing a data centre in Nepal, evaluating technical, regulatory, infrastructure, and investment factors to support a leadership go/no-go decision.
- Supported R&D research into an in-house, company-owned small-scale data annotation model, evaluating technical feasibility and potential use cases to reduce dependency on third-party annotation platforms.
- Delivered pitch-ready market research, competitive intelligence, and industry analysis across multiple concurrent cross-functional initiatives, translating complex findings into evidence-based insights for strategic decision-making.

EDUCATION

High school Bhaktapur
Shree Padma SEC Jun, 2020 - Oct, 2022

B.Sc. (Hons.) Information Technology Kathmandu
Techspire College Sep, 2023 - Sep, 2026

PROJECTS

Comparative Analysis of Precision Farming and Traditional Farming in Nepal Grant Funded Study

- Independently designed and executed an end-to-end research study, covering research design, primary data collection, statistical analysis, interpretation, and academic report writing under faculty supervision; funded through the college's research grant program.
- Evaluated the economic feasibility, technology-adoption drivers, and investment case of precision farming versus traditional farming among rural Nepali farmers, applying quantitative analysis to assess adoption potential and financial viability.
- Applied structured field research and statistical analysis methodologies, incorporating iterative feedback from the faculty advisor across multiple review cycles to strengthen research design, analysis, and findings.

SKILLS & TOOLS

Data & Statistical Tools: IBM SPSS, R, Python, SQL, Power BI

Research Domains: Market Research, Technology Adoption Research, Feasibility Studies, Market and Competitive Analysis, Research Design, Primary & Secondary Research, Research Report Writing & Documentation, Industry & Analyst Reports

CERTIFICATIONS

- **AWS Academy Graduate – Cloud Foundations** — *Amazon Web Services (Training Badge)*
- **AI Fluency Framework & Foundations** — *Product Vidyalaya (PV Foundations Cohort #9)*

LANGUAGES

English, Nepali, Hindi