

## Research Analyst

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Company: ItsaCheckmate

Location: india

Category: other-general

**Summary:**We seek a meticulous and proactive Research Analyst to join our Growth Team at ItsaCheckmate. This role will primarily focus on conducting in-depth research on enterprise-level accounts, specifically targeting large multi-unit restaurant brands. The Research Analyst will be crucial in identifying key decision-makers within these organizations, validating their technology stacks, staying updated on industry news and strategic initiatives, and capturing financial results and trends. The ultimate goal is to provide valuable insights to support our sales and marketing efforts, with all information being captured and managed within HubSpot.

**Responsibilities:**Conduct thorough research on targeted enterprise accounts, focusing on large multi-unit restaurant brands. Identify and profile key personnel within the buying committee of each organization, including decision-makers and influencers. Capture and validate the technology stack being utilized by each target account, with a specific emphasis on IT infrastructure and software solutions. Stay abreast of industry news, market trends, and strategic initiatives by monitoring relevant publications, press releases, and social media channels. Gather and analyze financial measurements available for each target brand, including revenue, growth metrics, and investment patterns. Collaborate closely with the Growth Team to understand research objectives and align findings with sales and marketing strategies. Maintain accurate and up-to-date records of all research activities and findings within HubSpot. Proactively identify new sources of data and research methodologies to enhance the quality and depth of insights gathered. Prepare and present comprehensive reports and presentations summarizing research findings and recommendations to internal stakeholders. Assist in developing targeted marketing

campaigns and sales strategies based on research insights. Requirements: Bachelor's degree in Business Administration, Marketing, Finance, or a related field. Proven experience in market research, competitive analysis, or business intelligence, preferably within the technology or hospitality industry. Strong analytical skills with the ability to interpret complex data sets and draw actionable insights. Excellent communication and interpersonal skills, with the ability to effectively engage with internal teams and external stakeholders. Proficiency in using research tools and databases to gather information, such as Hoovers, LexisNexis, ZoomInfo or similar platforms. Familiarity with CRM systems, particularly HubSpot, and experience in data entry and management. Detail-oriented with high accuracy in data collection and analysis. Ability to work independently and manage multiple projects simultaneously in a fast-paced environment. Knowledge of the restaurant industry, including trends, challenges, and key players, is highly desirable. Strong commitment to continuous learning and professional development in research and analytics.

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