

# ValueTank Research Insights Advisor



Location **Hawaii**  
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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 media channels

• Developing and maintaining your brand and all other brands of your choice through high-value, high-contributing public channels and other content

• Providing support for research, marketing, business development and sales activities

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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

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Product Strategy  
Product Bundling  
Product Pricing  
Product Placement  
Campaign Management  
Campaign Design  
Campaign Incrementality  
Contact Optimization  
RoI 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.

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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.