Skyler Calloway

Research Analyst

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SUMMARY

Research analyst with 5 years of experience in market research and B2B manufacturing, working in survey design, secondary research and competitive analysis. Sized a new product category at $80M and ran the pricing study that set launch price for a $12M product line. Known for turning messy sources into a clear recommendation.

EXPERIENCE

Research Analyst — Ferrowood Industrial

Minneapolis, MN · Feb 2023 – Present

- Sized the market for a proposed sensor product line at $80M using trade association data, customer interviews and competitor filings, which the product team used to greenlight development.
- Ran a conjoint pricing study with 220 prospective customers that set the launch price for a $12M product line, 15% above the team's original plan.
- Tracked 14 competitors' pricing and product launches quarterly, flagging a rival's entry into a core segment 2 months before it shipped.
- Built a win/loss program interviewing 35 lost deals a year, surfacing that delivery lead time, not price, was the top reason prospects chose competitors.

Associate Research Analyst — Hallcrest Research Group

Minneapolis, MN · Aug 2020 – Jan 2023

- Wrote secondary research reports on 18 industrial sub-markets, each combining 20+ sources into a sized market with growth drivers.
- Designed and fielded 9 online surveys of 300-500 respondents, cleaning and analyzing results in Excel and SPSS for client decks.
- Supported 2 senior analysts on a market-entry study for a European client, building the competitor profiles that shaped the client's US launch plan.

SKILLS

Research methods: Market sizing (TAM/SAM/SOM), survey design, conjoint and pricing research, win/loss interviews

Analysis tools: Excel (pivot tables, XLOOKUP), SPSS, SQL (basic), Qualtrics

Sources: Trade associations, SEC filings, IBISWorld, Statista, Crunchbase

Communication: Executive summaries, client presentations, data visualization in PowerPoint and Tableau

CERTIFICATIONS

Market Research Society Certificate in Market and Social Research, 2021

EDUCATION

B.A. Economics, University of Minnesota, 2020

Fictional example by FindAJobAI: the person, employers and numbers are invented.