

## Senior Data Analyst

Analytics, Market Research skill and communications professional with 7+ years of progressive experience across broad range of IT skill & functions. Proven ability to combine vision, creativity with well-developed project management and leadership quality to support innovative and timeline accuracy.

### Areas of expertise:

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|--|---|---|
| <input type="checkbox"/> SPSS/Excel Data Cleaning            | <input type="checkbox"/> SPSS/ASCII Data Conversion | <input type="checkbox"/> SPSS Cleaning/Validation |
| <input type="checkbox"/> Advance Analysis                    | <input type="checkbox"/> Correspondence Analysis    | <input type="checkbox"/> SPSS Syntax Cleaning     |
| <input type="checkbox"/> SQL Sybase Script for Data Cleaning | <input type="checkbox"/> Excel Advance Functions    | <input type="checkbox"/> SQL Automation           |
| <input type="checkbox"/> Quantum & Q-research Tabulation     | <input type="checkbox"/> MIS                        | <input type="checkbox"/> Open End Data Merging    |

### Working Tools:

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|--|--|---|
| <input type="checkbox"/> SPSS Version 22 | <input type="checkbox"/> Q-Research Software | <input type="checkbox"/> MS-Office 2016 |
| <input type="checkbox"/> Survey-Gizmo    | <input type="checkbox"/> Quantum             | <input type="checkbox"/> Textpad macro  |

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## PROFESSIONAL EXPERIENCE

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**Frequent Research Fieldwork Solutions Pvt. Ltd, Delhi, India**  
Director | IT Consultant

May 2017 – Present

Formed in 2017 to provide one stop solution for Market Research Industry, focused around primary solutions with every possible platform for accurate sampling. Being the best survey research and data collection company, we focus largely on your needs and concern and committed to providing the world-class services with the right mix of tools and solutions.

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**Snware Research Services Pvt. Ltd, Delhi, India**  
Assistant Team Leader

Aug 2015 – May 2017

Recruited to work with new studies based on Q-research software, SPSS and Quantum. Creates custom manuals and PDF for trainees to overview the summary of projects requirement.

### Key Contributions:

- SPSS Data Cleaning, validation and analysis report.
- Quantum and Q Software tabulation.
- Team training over advance formula in Q-Research, Excel and SPSS
- Quota balance
- Weighting

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**Cross-Tab Market Research Pvt. Ltd, Mumbai, India**  
Data Analyst

May 2014 – Aug 2015

Recruited to work with new upcoming Comscore client to execute research processes on projects like Uber, Mobilens+ etc. Creating Excel templates for tracker studies, manuals for tracker studies, Provide training and client requirement training towards fresher's.

### Key Contributions:

- SPSS Data Manipulation, Merging, Cleaning and SPSS Data preparation.
- Creating SQL Script for wave study or trackers.
- MS Excel data cleaning for Live Data Check & Creating final reports to the client.
- Ensuring timely delivery of the project to clients according to their requirement.
- Provide process training to fresher's

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**Coremind Research Pvt. Ltd.**  
Junior Analyst

Nov 2011 – April 2014

Had a Job placement to join Market Research industry to prove my IT skills and knowledge, Got training over SPSS data checking, Excel advance functions and macro, table charting & OE brand coding.

Key Contributions:

- Data Processing and auto-scripts via SPSS.
- Expertise in excel, word and final data delivery.
- Survey Programming via Decipher, Survey-Gizmo.
- Data research and analysis report.
- Handle data trends and preparing reports.

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### **EDUCATIONAL AND TECHNICAL PROFICIENCIES**

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MSC.IT & BSC.IT – SIKKIM MANIPAL UNIVERSITY.

Senior Secondary & Higher Secondary – Shri Guru Nanak Public School, Delhi.

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### **ACHIEVEMENT**

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- Got Employee of the 2<sup>nd</sup> Quarter 2016 by SNware Research Pvt. Ltd.
- Passed IBPS Banking entrance exam in 2011.
- Distinction holder & top marks in 3 subjects at Inter Board CBSE.
- Won medals and Certificates in Tae-Kwon-Do, Kick Boxing National Championships.
- Football Captain of the School 2004.

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### **PERSONAL DETAILS**

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**Date of Birth** : 18<sup>th</sup> Dec 1987  
**Father's name** : Mr. Ramesh Chandra Roy  
**Marital status** : Married  
**Nationality** : Indian  
**Language Known** : English, Hindi, Bengali & Punjabi.  
**Passport No.** : M7457315

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### **DECLARATION & BELIEFS**

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I hereby declare that the facts given in resume are correct to best of my knowledge and belief.

**DEVASHISH ROY**  
Place :