

DEVASHISH ROY

MARKET RESEARCH | DATA ANALYTICS | RESEARCH OPERATIONS

Noida, Gautam Buddha Nagar, India | 9999098483 | devashishroy@outlook.com
linkedin.com/in/devashishr/ | devashishroy.com | @idevashishroy

PROFESSIONAL SUMMARY

Market Research and Data Analytics professional with 13+ years of experience across research operations, survey programming, data processing, statistical analysis, tabulation, reporting, quality control, and automation. Progressed from Data Analyst to senior and team leadership responsibilities, and currently serves as a Partner managing a full-service research and analytics operation. Experienced in building teams and processes, managing client delivery, and translating research requirements into accurate analytical outputs. Technical toolkit includes SPSS, SQL, Python, Q Research, Quantum, Tableau, Advanced Excel/VBA, and survey platforms including Decipher, SurveyToGo, and QuestionPro.

CORE COMPETENCIES

Market Research | Research Operations | Quantitative and Qualitative Research | Survey Programming | Questionnaire Logic and Testing | Data Processing and Validation | Statistical Analysis | SPSS | SQL | Python | Q Research | Quantum Tabulation | Cross-tabs and Custom Tables | Tableau and Data Visualization | Reporting and Data Storytelling | Excel/VBA Automation | Quality Control | Project and Client Management | Team Leadership and Training | Workflow Automation | Research Technology

TECHNICAL SKILLS

Research and survey platforms: SPSS; Q Research; Quantum; Decipher; SurveyToGo; QuestionPro

Data and analytics: SQL; SQL Server; Python; Tableau; statistical analysis; data processing; validation and QC; tabulation and cross-tabs

Productivity and automation: Advanced MS Excel; VBA and macros; Google Sheets; TextPad templates; PowerPoint automation; prompt design

AI and infrastructure: ChatGPT; Claude; AWS; Linode; web servers and hosting

PROFESSIONAL EXPERIENCE

Market Research Consultant | FREQUENT RESEARCH FIELDWORK SOLUTIONS PVT. LTD.

12/2018 – Present | Pitampura, Delhi, India

Partner | Market Research Operations | Data Analytics | Technology and Automation | Business Operations

- Joined as a Partner to establish and manage a full-service Market Research and Data Analytics operation covering end-to-end research execution, survey programming, processing, analysis, tabulation, reporting, automation, and client delivery.
- Lead research and technology operations using SPSS, SQL, Python, Q Research, Quantum, Tableau, Advanced Excel, ChatGPT, and Claude; support data quality, statistical analysis, custom tables, and client-ready outputs.
- Manage questionnaire design and research requirement analysis, online survey programming and testing, complex routing, skip patterns, validations, quotas, scripting, and coordination between research and programming teams.
- Develop automated processing and reporting workflows, Excel/VBA and TextPad macros and templates, and PowerPoint outputs; apply prompt design and AI-enabled workflows to research documentation and team productivity.
- Contribute to development of Sampledge market research project management software and the panel recruitment website; support company website and application development, workflow automation, and coordination with development teams.
- Oversee company IT operations and technical infrastructure, including AWS and Linode servers, cloud hosting, backups, data protection, websites, domains, applications, and technical troubleshooting.
- Build and train teams, mentor staff, coordinate recruitment and onboarding, support HR processes, and manage cross-functional work across Research, Data, Programming, IT, and Operations.
- Prepare corporate documentation, brochures, presentations, and policies, and contribute to overall business and operational management.

Senior Data Analyst | JASPER COLIN

05/2017 – 12/2018 | Noida, Uttar Pradesh, India

- Managed Market Research projects involving data validation, tabulation, analysis, automation, and reporting; led data checking and validation for complex quantitative survey datasets.
- Delivered Quantum tabulations, Tableau outputs, cross-tabs, and custom tables aligned with client requirements.
- Developed Excel macros to automate data cleaning, processing, and reporting; programmed online surveys with advanced logic and scripting and supported Decipher programming.
- Worked with Project Managers and clients to translate research objectives into accurate data deliverables; trained colleagues in Advanced Excel and data processes.

Assistant Team Leader | SNWARE RESEARCH SERVICES PVT. LTD.

08/2015 – 05/2017 | Rohini, Delhi, India

Progression: Data Analyst → Senior Data Analyst → Team Setup → Process Ownership → Assistant Team Leader

- Recruited as Senior Data Analyst for an upcoming client and tool requirement; established an advanced Q Research team and was promoted to Assistant Team Leader.
- Set up team processes and trained staff in Q Research, research processing, tabulation, analysis, and output generation; standardized analysis and output workflows.
- Managed SPSS data checking and validation, Quantum tabulation, SQL/SPSS data cleaning, analysis, and reporting for tracker and recurring studies.
- Enhanced company macros, Excel and TextPad templates for updated software versions and recurring process automation; prepared advanced tables, charts, and research reports.
- Managed client communication, requirements, issue resolution, and internal coordination; supported survey programming by interpreting questionnaire logic, routing, skip patterns, variables, and downstream data-processing needs.

Senior Data Analyst | C5i (formerly CROSS-TAB MARKETING SERVICES PVT. LTD.)

05/2014 – 08/2015 | Andheri, Mumbai, India

Progression: Data Analyst → SQL QC Team Setup → SQL Automation → Excel Automation → Client Solutions

- Set up a SQL Data Scripting and QC function, establishing automated data validation and quality-control processes; developed scripts for large datasets to reduce repetitive manual QC and improve consistency.
- Enhanced Excel macros for complex output generation and advanced client tables and reports; set up client-specific Python project frameworks and developed scripts for tracker studies and repeatable output generation.
- Performed SPSS and SQL data cleaning, validation, tabulation, analysis, and reporting across large-scale Market Research projects, including Uber, Smartphone, Mobilens+, and recurring tracker studies.
- Investigated client data requirements and issues, created standardized Excel, SPSS, SQL, Python, and TextPad templates/macros, and prepared advanced tables, charts, analytical reports, and client-ready outputs.
- Trained new team members in SPSS and analytics and coordinated with internal teams and clients to support accurate and timely delivery.

Data Analyst | OUTSOURCEMR (formerly B3 Intelligence)

05/2013 – 04/2014 | Okhla, Delhi, India

Progression: Data QC → SPSS Process Improvement → Team Training → SQL Scripting → Advanced QC → Comscore Mobilens

- Managed Excel and SPSS data QC and validation; introduced SPSS-based checking processes and troubleshoot data across recurring and new research projects.
- Trained team members in SPSS and data checking; transitioned to SQL scripting for advanced validation and contributed SQL QC scripts to Comscore Mobilens large-scale data validation.
- Maintained SPSS/SQL scripts and tracker templates, prepared QA reports, charts, and analytical outputs, and coordinated project setup to meet QC requirements and timelines.

Data Analyst | COREMIND RESEARCH PVT. LTD.

09/2011 – 04/2013 | Rohini, Delhi, India

Progression: Data Analyst → SPSS QC → Syntax → Excel Macro Enhancement

- Joined as a fresher and progressed to Data Analyst, performing SPSS data validation, checking, cleaning, and QC for survey research datasets.
- Conducted SPSS Syntax QC and troubleshooting, managed open-ended response coding and coding quality, and enhanced Excel macros to automate repetitive processing.
- Identified opportunities to improve data-processing workflows and support faster, more reliable research deliverables.

EDUCATION

Master in Computer Science (MSC.IT) | Sikkim Manipal University | 02/2013 – 02/2018 | Delhi, India

Bachelor in Computer Science (BSC.IT) | Sikkim Manipal University | 03/2007 – 12/2012 | Delhi, India

Intermediate and High School | Shri Guru Nanak Public School | 2014 – 2016 | Delhi, India

AWARDS AND ACHIEVEMENTS

- Won State Level Taekwondo, Mumbai (01/2013).
- Runner-up, State Level Kick Boxing, Delhi (06/2011).
- 44th Rank, NITAT (National IT Aptitude Test), India (2009).
- Top 3 scorer, Intermediate result, Delhi (2006).

TRAINING AND CERTIFICATIONS

- AI & Automation in MS Excel, online workshop (02/2024); AI & Excel Automation training/certification through SkillNation.
- Computer Hardware and Networking, SGTBIMIT Delhi (2006–2007).