

Devashish Roy

Market Research Consultant | Data Expert

Strategic and result-driven Analyst with 13+ years of broad-based experience in research operations, Client relations, Survey Programming, Project Management and Advance Analysis. Recognised as a visionary and creative thinker with strong analytical skills adept at conceptualizing solutions that align advanced analytics with research operation to meet client expectation within acceptable levels of risk. Equipped with excellent communication skills, work ethics and possesses a strong sense of leadership with a commendable record of accomplishment.



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SKILLS AND COMPETENCIES

- Market Research Analysis
- Critical Analytical Thinking
- Data Tabulation & Charting
- Data Processing & Analysis
- IT Hardware & Maintenance
- Advance Excel
- Research Survey Programming
- Quantitative & Qualitative Research
- Q-Research Analysis
- Quantum Tabulation
- SPSS Advance Analysis
- Excel, GSheet Automation

PROFESSIONAL EXPERIENCE

Consultant

FREQUENT RESEARCH FIELDWORK SOLUTIONS PVT. LTD.

12/2018 – Present

Pitampura, Delhi (India)

Corporate a market research company to provide full market research services at one place with effective cost.

- Lead online survey programming projects using platforms such as Decipher, SurveyToGo, and QuestionPro, implementing complex logic and custom scripting for optimal respondent experience.
- Perform advanced SPSS tabulation and cross-tab analysis to generate meaningful insights for client reports. Also, support into Q-Research and Quantum software.
- Deliver final data outputs in various formats, including SPSS, Excel, and visually engaging PowerPoint charts, to meet diverse client requirements.
- Collaborate with project management and operations teams to consult on data analysis strategies, improving overall project delivery and client satisfaction.
- Developed a Automate system for Team to save time & increase efficiency for daily task.
- Support in developing company website, Application and Panel development.
- Additional Support in Companies Team Recruitment and Technical Support.
- Design Corporate Documents, Brochure, Privacy policy.

Senior Data Analyst

JASPER COLIN

05/2017 – 12/2018

Noida, Uttar Pradesh (India)

Appointed as a Senior Data Analyst to handle Market Research projects

- Led end-to-end data checking and validation processes for complex survey datasets, ensuring accuracy and consistency across large-scale quantitative research projects.
- Specialized in Quantum tabulation, efficiently generating cross-tabs and custom tables to support diverse client analysis needs using Tableau.
- Developed and maintained automated Excel macros to streamline data cleaning, processing, and reporting workflows, reducing turnaround time and minimizing manual errors.
- Programmed online surveys with advanced logic and scripting, optimizing respondent experience and data quality.
- Collaborated closely with project managers and clients to translate research objectives into actionable, high-quality data deliverables.
- Support in Survey Programming with Decipher platform
- Provide Team training to expertise in Excel or Data related task

Assistant Team Leader

SNWARE RESEARCH SERVICES PVT. LTD.

08/2015 – 05/2017

Rohini, Delhi (India)

Recruited to work with upcoming client and tool requirement as Q-Research Software and setup advance team by provide training to execute research processes, tabulation, Analysis etc.

- Perform SPSS Data checking, Tabulation and macro process for tracker studies.
- Prepare a process for Q-Research Analysis and output.
- Quantum Tabulation, SPSS/ SQL Data cleaning, SPSS Analysis and report generation.
- Update the existing company macros file to update the version output.
- Draft Excel, Textpad macro template for team for process execution.
- Advance Table charting and Analysis Report.
- Conduct training session for new employees and induction process.
- Manage to handle client communication to understand the requirement.

Senior Data Analyst

C5i (Formaly known as CROSS-TAB MARKETING SERVICES PVT. LTD.)

05/2014 – 08/2015

Andheri, Mumbai (India)

Recruited to assist data processing team on research projects like Uber, Smartphone, Mobilens+ etc.

- Perform SPSS Data checking, Tabulation and macro process for tracker studies.
- Provide Q-Research Analysis, Quantum Tabulation, SPSS/ SQL Data cleaning, SPSS Analysis and report generation.
- Draft Excel, Textpad macro template for team for process execution.
- Advance Table charting and Analysis Report.
- Conduct training session for new employees in SPSS training and analysis program.
- Manage to handle client communication to understand the requirement.
- SQL Automation script for big data analysis.

Data Analyst

OUTSOURCEMR

05/2013 – 04/2014

Okhla, Delhi (India)

Hired as a team member to work with QA Data processing team and share my skills in SPSS Data Check, SQL Script and QA Report etc.

- Handling tracker studies and new project lead.
- Prepare SPSS and SQL script for data cleaning.
- Prepare Excel/SPSS template for tracker studies.
- Report Writing, charting and Result Analysis

Data Analyst

COREMIND RESEARCH PVT. LTD.

09/2011 – 04/2013

Rohini, Delhi (India)

Recruited as Fresher and promoted as Data Analyst

- SPSS Data Checking & Cleaning
- Open-end Data Coding.
- Syntax cleaning
- Advance Excel

TECHNICAL SKILLS

SPSS

Quantum

Microsoft Office

SQL Server

Decipher

Survey Gizmo

Tableau

Macro

Q Research

Web Server & Hosting

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 & High School

Shri Guru Nanak Public School

2014 – 2016

Delhi, India

AWARDS & ACHIEVEMENTS

WON STATE LEVEL TAEKWONDO

MUMBAI (01/2013)

RUNNER STATE LEVEL KICK BOXING

DELHI (06/2011)

44th Rank in NITAT (National IT Aptitude Test)

INDIA 2009

TOP 3 SCORER Intermediate RESULT

DELHI 2006

TRAINING & CERTIFICATIONS

Computer Hardware and Networking

SGTBIMIT

2006 – 2007

Delhi, India

LANGUAGES

ENGLISH

HINDI

BENGALI

PUNJABI