

# 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

- Communication Strategies
- Critical Analytical Thinking
- Data Tabulation & Charting
- Data Processing & Analysis
- IT Hardware & Maintenance
- Advance Excel
- Market Research Survey Programming
- Quantitative & Qualitative Research
- Q-Research Analysis
- Quantum Tabulation
- SPSS Advance Analysis
- VB Macro

## PROFESSIONAL EXPERIENCE

### Head of Operations

FREQUENT RESEARCH FIELDWORK SOLUTIONS PVT. LTD.

05/2017 – Present

Pitampura, Delhi (India)

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

- Design Corporate Documents, Brochure, Privacy policy.
- Perform Data Analysis and checking, Table charting, Project Management and operations consultation.
- Assist in Survey Programming via Decipher, Sawtooth, Survey Gizmo, QuestionPro, Survey2connect etc.
- R&D in Digital Marketing, Draft company blogs, Do-Follow Promotion and generate Backlinks.
- Helps in developing company website and Panel development.
- Maintain All Domains, hosting server upgrades and installations.
- Handle IT assets, maintenance procedure, Securities, software upgrades and configure emails to the employees.
- Conduct employee hiring, induction process, confirmation and appraisal procedures.

## **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**

COURSE5i (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.
- MIS

## **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 Suite

SQL Server

Decipher

Tableau

Textpad Macro

Q Research

Survey Gizmo

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)

### 44<sup>th</sup> 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

## INTEREST & HOBBIES



Technology News



Novels