

Devashish Roy

Market Research Consultant | Data Expert

Strategic and results-driven Market Research & Data Analytics leader with 13+ years of experience spanning end-to-end research operations, survey programming, data analytics, statistical analysis, project management, client relations, automation, and technology-enabled research solutions. Proven experience in building and managing research operations, leading teams, developing process automation, and translating complex research requirements into high-quality analytical and business deliverables. Strong technical expertise across SPSS, SQL, Python, Q Research, Quantum, Tableau, Advanced Excel, survey programming platforms, and AI tools including ChatGPT and Claude. Recognized for combining analytical thinking, technology, and business understanding to improve operational efficiency, deliver client-focused solutions, and drive continuous innovation.



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Research & Analytics

- Market Research & Research Operations
- Quantitative & Qualitative Research
- Data Processing & Analysis
- SPSS Data Analysis & Statistical Analysis
- Data Validation & Quality Control
- Data Tabulation & Cross-Tab Analysis
- Q Research Analysis
- Quantum Tabulation
- Advanced Table & Chart Development
- Research Report Writing

Technology & Automation

- Advanced MS Excel & VBA
- Excel & Google Sheets Automation
- SQL & Data Automation
- Python for Data Processing & Automation
- Tableau & Data Visualization
- AI & Workflow Automation
- ChatGPT & Claude
- Prompt Design / Prompt Engineering
- Process Improvement & Digital Transformation
- Research Technology Solutions

PROFESSIONAL EXPERIENCE

Market Research Consultant

FREQUENT RESEARCH FIELDWORK SOLUTIONS PVT. LTD.

12/2018 – Present

Pitampura, Delhi (India)

Partner / Market Research Operations / Data Analytics / Technology & Automation / Business Operations

Joined the company as a Partner to establish and manage a full-service Market Research and Data Analytics operation, building capabilities across end-to-end research execution, survey programming, data processing, analysis, tabulation, reporting, automation, and client delivery. Led initiatives to strengthen research and technology operations through SPSS, SQL, Python, Q Research, Quantum, Tableau, Advanced Excel, and AI-powered tools including ChatGPT and Claude. Also contributed to technology development, IT infrastructure, team management, recruitment, HR processes, and overall business operations, supporting the company's growth and digital transformation.

Market Research & Research Operations

- End-to-end Market Research project management
- Questionnaire design and research requirement analysis
- Data processing, cleaning, validation, and QC
- Statistical analysis and interpretation
- Tabulation, table/chart development, and report writing
- Client communication and project delivery

Survey Programming

- Online survey programming and testing
- Decipher, SurveyToGo and QuestionPro
- Complex questionnaire logic, routing, skip patterns, validations, quotas, and scripting
- Survey quality control and respondent experience optimization
- Coordination between research and programming teams

Data Analytics & Research Tools

- SPSS: Data processing, validation, analysis, tabulation and cross-tabs
- Q Research: Analysis, tabulation and output generation
- Quantum: Advanced tabulation and custom tables
- SQL: Data processing, validation, scripting and automation
- Python: Data processing, project setup and automation
- Tableau: Data visualization and analytical outputs

Excel, Automation & AI

- Advanced MS Excel and VBA/Macro development
- Automated data processing and reporting workflows
- Excel/TextPad macro and template development
- PowerPoint automation and presentation development
- ChatGPT and Claude for research, documentation and productivity
- Prompt design and prompt engineering
- AI & Excel Automation training/certification through SkillNation
- AI-enabled team workflow and process automation

Research Technology & Product Development

- Development of Sampledge – Market Research Project Management Software
- Development and enhancement of Panel Recruitment Website
- Company website and application development support
- Internal workflow automation and digital process development
- Technology requirement definition and coordination with development teams

IT Infrastructure & Technical Operations

- Management of company IT operations and technical infrastructure
- AWS and Linode server setup and management
- Cloud hosting, server configuration and application support
- Cloud backup and data protection processes
- Website, domain, hosting and application management
- Technical troubleshooting and infrastructure support

Team, HR & Business Operations

- Team setup, training, mentoring and process development
- Recruitment coordination and employee onboarding
- HR process and employee coordination support
- Cross-functional coordination across Research, Data, Programming, IT and Operations
- Corporate documentation, brochures, presentations and policy preparation
- General business and operational management

Senior Data Analyst

JASPER COLIN

05/2017 – 12/2018

Noida, Uttar Pradesh (India)

- Appointed as Senior Data Analyst to manage Market Research projects involving data validation, tabulation, analysis, automation, and reporting.
- Led end-to-end data checking and validation for complex survey datasets, ensuring accuracy and consistency across quantitative research projects.
- Specialized in Quantum tabulation and Tableau, delivering cross-tabs, custom tables, and analytical outputs based on client requirements.
- Developed and maintained Excel Macros to automate data cleaning, processing, and reporting workflows, improving efficiency and reducing manual errors.
- Programmed online surveys using advanced logic and scripting and supported survey programming activities through the Decipher platform.
- Collaborated with Project Managers and clients to understand research objectives and translate requirements into accurate data deliverables.
- Conducted team training on Advanced Excel and data-related processes, supporting employee development and process standardization.

Assistant Team Leader

SNWARE RESEARCH SERVICES PVT. LTD.

08/2015 – 05/2017

Rohini, Delhi (India)

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

- Recruited as Senior Data Analyst for an upcoming client/tool requirement and established an advanced Q Research team; promoted to Assistant Team Leader.
- Set up team processes and conducted training on Q Research, research processing, tabulation, analysis and output generation.
- Managed SPSS data checking, validation, Quantum tabulation, SQL/SPSS data cleaning, analysis, and reporting for tracker and recurring studies.
- Developed and standardized Q Research analysis and output-generation processes to improve consistency and efficiency.
- Enhanced existing company macros, Excel templates, and TextPad templates to support updated software versions and automate recurring processes.
- Prepared advanced tables, charts, analytical outputs, and research reports according to client requirements.
- Managed client communication, requirement understanding, issue resolution, and coordination with internal teams.
- Supported the Survey Programming team by interpreting questionnaire logic, routing/skip patterns, variables, and research requirements to ensure accurate programming and downstream data processing.

Senior Data Analyst

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

05/2014 – 08/2015

Andheri, Mumbai (India)

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

- Set up a new SQL Data Scripting & QC function, establishing processes for automated data validation and quality control.
- Developed SQL automation scripts for large-scale datasets, reducing repetitive manual QC activities and improving processing consistency.
- Enhanced existing Excel Macros to automate complex output generation and deliver advanced tables and reports aligned with client requirements.
- Worked on client-specific Python projects, setting up existing project frameworks and generating outputs using established Python-based workflows.
- Developed and customized Python scripts for tracker studies, supporting repeatable data processing and automated output generation.
- Performed SPSS and SQL data cleaning, validation, tabulation, analysis, and reporting across large-scale market research projects.
- Worked on projects including Uber, Smartphone, Mobilens+, and recurring tracker studies, supporting end-to-end data processing and analytical deliverables.
- Analyzed client requirements and data-related queries, investigated issues, and provided appropriate technical resolutions.
- Created standardized Excel, SPSS, SQL, Python, and TextPad templates/macros to improve team productivity and process consistency.
- Prepared advanced tables, charts, analytical reports, and client-ready outputs.
- Conducted SPSS training and analytical knowledge-sharing sessions for new team members.
- Collaborated with internal teams and clients to ensure accurate, efficient, and timely project delivery.

Data Analyst

OUTSOURCEMR Formally Known as B3 Intelligence

05/2013 – 04/2014

Okhla, Delhi (India)

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

- Managed data quality control and validation across Excel and SPSS-based research datasets, identifying inconsistencies and ensuring data accuracy.
- Improved the team's QC workflow by introducing SPSS-based data-checking processes for faster and more systematic validation.
- Conducted SPSS data checks, Excel QC, and troubleshooting across recurring and new research projects.
- Delivered SPSS training and knowledge-sharing sessions to team members, helping standardize and accelerate the data-checking process.
- Transitioned into the SQL Scripting team, developing SQL scripts for advanced data validation and quality-control requirements.
- Contributed to Comscore's Mobilens project, developing and executing advanced SQL-based QC scripts for large-scale data validation.
- Created and maintained SPSS/SQL scripts and templates for tracker studies and recurring projects.
- Prepared QA reports, charts, and analytical outputs to support research reporting and result interpretation.
- Took responsibility for new project setup and project coordination, ensuring QC requirements were completed accurately and within timelines.

Data Analyst

COREMIND RESEARCH PVT. LTD.

09/2011 – 04/2013

Rohini, Delhi (India)

Data Analyst → SPSS QC → Syntax → Excel Macro Enhancement

- Joined as a Fresher and progressed to Data Analyst
- Performed SPSS data validation, checking, cleaning and quality control for survey research datasets.
- Conducted SPSS Syntax QC and troubleshooting, ensuring accurate and consistent data processing.
- Managed open-ended response coding and maintained coding quality across research projects.
- Enhanced existing Excel Macros to automate repetitive processing tasks and improve output efficiency.
- Identified opportunities to improve existing data-processing workflows, contributing to faster and more reliable research deliverables.

TECHNICAL SKILLS

SPSS

SQL / SQL Server

Python

Q Research

Quantum

Tableau

QuestionPro

ChatGPT

Claude

Dechiper

SurveyToGo

AWS

Linode

Google Sheet

Advanced MS Excel / VBA

MS Power Point

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

AI & Automation in MS Excel

ONLINE WORKSHOP (02/2024)

Computer Hardware and Networking

SGTBIMIT DELHI (2006 - 2007)