**Reetika Sethi**

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**PROFESSIONAL SUMMARY**

 Over 5 years of experience in analytics in market research industry

 Strong expertise in data analysis using tools like Quantum, IBM SPSS Data Collection, SQL

 Experience in gathering client requirements and presenting recommendations to client internally and externally.

 Master in Computer Science, Bachelor's degree in Computer science

 Hands-on experience of Visual Basic, MS SQL Server, HTML, JavaScript, SQL, Java, J2EE

 Proficient in MS office (Excel, PowerPoint, Word), Text pad and Edit Plus

 Sun Certified Java Professional

 Hands on experience with object oriented programming languages

 Detail Oriented, creative problem solving skills, excellent team player and quick learner

**PROFESSIONAL EXPERIENCE**

**Millward Brown, CT, USA Nov 2010 – Present**

*Millward Brown is one of the world's top ten full-service marketing research agencies*

**Data processing Specialist**

 Coordinate volumes of work to ensure that the project gets delivered within time, to spec and to budget

 Involve into all aspects of survey and research process, including questionnaire review to check the accuracy of Questionnaire logic, Monitoring survey progress in field to ensure all quotas are on target for timely completion and running projects according to budget

 Works with client service team and clients to manage the survey development process

 Write scripts to process data and produce relevant data sets for analysis and reporting purposes

 Analyze data sets and generate insights and optimization recommendations for reporting purposes

 Create, analyze, and interpret trends or patterns in tracker(on going) studies

 Ensures that quality and timeliness of measurement deliverables meet client expectations

 Develop and maintain databases and data systems necessary for projects and department functions

 Work on different types of projects: CATI, CAWI, CAPI for Tracker and adhoc studies

 Create cross tabulations programs and generate aggregate data using IBM SPSS Data collection or IBM SPSS Dimensions

 Use Visual Studio environment to develop and run scripts

 Use SQL to perform queries/update/validate the data

 Have been the first point of contact with offshore teams for specialist advice related to project techniques

 Managing Projects for clients like Capital One, Chase, United etc

 Mentor Other people in the department

 Manage & provide guidance to offshore teams for multiple projects

**Abacus Analytics – IMRB International, Delhi, India Jun 2006 – Oct 08**

*IMRB International is India’s largest market research company; operates in 12 countries; member of WPP Kantar group.*

**Analytics Manager**

 Managed Client’s market research studies from start to finish

o Designed survey questionnaires to address client’s requirement

o Managed field and data punch vendors for maintaining quotas and surveying the targeted group

o Developed scripts/programs for data cleaning and data processing

o Analyzed data and presented research findings to client

 Managed teams of data capturers/ data recorders (field work) and brief them for every study for the flow of questionnaire, quota and time lines

 Maintain contacts with clients, field, data collection vendors and other agencies to track the project related issues

 Experienced in writing cleaning program for in Quantum

 Experienced in writing tab specifications, creating csv files and checking data tables (including data cleaning/editing, weighting, statistical elements [means, medians, std dev, std err etc.] using s/w like Quantum and SPSS

 Developed various types of statistical quarterly and adhoc reports

 Managed analytics projects which include delivery of insights and wider business consultancy across retail, FMCG/CPG and Telecom clients

 Working with clients to address the issues and unexpected responses

 Managed training programs and delivered training sessions to new team members

 Managed research projects with global clients like Reckitt Benkiser, Nokia, Nestle, Motorola, Pepsi-Frito-Lay, Pizza Hut, Dominos etc

**EDUCATION**

 **Masters in Computer Application**

Faridabad Institute of Technology, Faridabad, India

 **Advanced Pl/Sql Training**

IT Brain Shapers, Delhi, India

 **Bachelor of Computer Science**

University College, Rohtak, India

 **Sun Java Certification**

SCJP – Sun Certified Java Professional

SCJA – Sun Certified Java Associate