

# SIDDHARTHA LYKAJIGARI

Senior Data Processing Analyst (Market Research)

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## Professional Summary

Market Research Analyst with 3+ years of experience transforming complex survey data into actionable insights for global clients including Amazon, Nissan, and Shiseido. Skilled in SPSS-based statistical analysis, cross-tabulation, and data visualization, with proven ability to uncover consumer behavior trends and deliver insights that drive marketing strategy and business growth. Recognized for optimizing workflows, improving data accuracy, and delivering results under tight deadlines.

## Core Competencies

- Data Cleaning & Validation
- Complex Tabulations & Cross-tabs
- Statistical Analysis (SPSS)
- Automated Data Processing
- Multi-country Data Harmonization
- Segmentation & Trend Analysis
- Client Reporting & Insights Delivery
- Dashboard Creation (Excel, Power BI)

## Technical Skills

- SPSS – Statistical analysis, custom tables, recoding, merging datasets, weighting, data export
- Excel (Advanced) – Pivot tables, Power Query, advanced formulas, macros, VLOOKUP
- Data Handling – Merging, stacking, restructuring, file format conversions

## Professional Experience

KANTAR GDC INDIA PRIVATE LIMITED – Hyderabad, India

Senior Data Processing Analyst (Market Research) | May 2022 – Present

- Analyzed large-scale survey datasets using SPSS and Excel to identify consumer trends, brand perceptions, and market opportunities across FMCG, automotive, and entertainment sectors.
- Collaborated with research teams and clients to translate business objectives into survey insights, supporting campaign and product strategies.
- Automated SPSS workflows, reducing data turnaround times by 20% while maintaining accuracy and reliability.
- Created dashboards and statistical reports that enabled stakeholders to quickly interpret findings and act on key insights.
- Conducted multi-country data harmonization and segmentation analysis, ensuring comparability of results across markets.

Key Projects / Client Impact:

- Amazon Prime Video – Delivered insight-driven reports that helped refine content marketing strategies, reducing data processing time from 2 hours to 30 minutes and earning positive client feedback.
- Nissan Automotive Campaign – Streamlined analysis and reporting, improving accuracy and reducing turnaround time by 15%, enabling faster go-to-market decisions.
- Shiseido MDF Project – Merged multi-wave survey data across markets, producing harmonized outputs and consumer insights that guided brand positioning strategies.

## Education

Bachelor of Technology in Mechanical Engineering

Marri Laxman Reddy Institute of Technology (JNTUH) | Jul 2018 – Jul 2022

## Achievements

- Superstar of the Year – Efficiency Award (2024)
- Recognized for improving process efficiency, reducing costs, and optimizing workflows.