MADHURIMA GHOSH

+917044084213 **\*** [im.madhurimag@gmail.com](mailto:mouli.kolkata@gmail.com)

**Data Analyst**

Conscientious professional Analyst with working experience in Quality Assurance, Project Management and Continuous Process Improvement. Insightful and proficient in analyzing data, discovering root causes and implementing solutions. Demonstrate capabilities of managing and improving performance, through strategic-tactical expertise and building strong relationships to create win-win scenarios.

|  |  |  |
| --- | --- | --- |
| * Project Analysis & Design * Problem Resolution * Continuous Process Improvement | * Relationship Management * Project Management & Tracking * Quality Assurance | * Performance Improvement * Organizational Skills |

**Objective**

Want to be part of an honorable company, where I can utilize my experience to carry out my tasks with efficiency, professionalism and cost effectiveness.

**Technical Experience**

|  |  |
| --- | --- |
| Language :  Analytic Software :  Tools : | : Quantum (Table Generation, Data Checking)  : SPSS 22 (Loading, Data Checking, Table Generation)  : MySQL  : Excel  : Decipher (Data Export, Data Layout)  IMRB Custom Analytic Tool - ADL (Espri/Magic),  IMRB Custom Analytic Tool - CBC, CBC+ |

**Professional Experience**

|  |  |
| --- | --- |
| **Current Organization**  Job Profile  Experience | : NS Matrix  : Data Analyst  : Sep 2015 to Current |

**Projects:**

|  |  |  |
| --- | --- | --- |
| Client | : | NPS |
| Project Type | : | Tracker |
| Project Duration | : | Nov-15 to current |
| Project Description | : | Client is looking for a trusted brand for keeping track on their brand sets to understand competitive sharing, stands in current market scenario in multiple countries.  Estimated time taken for total process was 3weeks in each month. All the previous results were being merged before reporting. Reporting was done monthly, quarterly and also yearly. |
| Role | : | Project Coordinator |
| Role Description | : | I was responsible for tables generation using Quantum and data quality check using SPSS. |
| Language & Tools Used | : | Quantum - Table generation  SPSS - Data quality check |
|  |  |  |
| Client | : | Initiative mediabrands |
| Project Type | : | Ad hoc |
| Project Duration | : | Nov-15 to Mar-16 |
| Project Description | : | Shopper survey of Seven Countries - USA, Canada, Netherland, Germany, Italy, Poland and Belgium. Target group was aged 20-45, must own a smartphone and a laptop or desktop or tablet (at least 1 out of the 3), must do their own shopping, groceries and fashion items in particular, should have made an online purchases before.  Now Client shopping behavior in current market scenario in multiple countries.  Estimated time taken for total process was 3-4 month. |
| Role | : | Project Coordinator |
| Role Description | : | I was responsible for tables generation using Quantum and data quality check using SPSS. |
| Language & Tools Used | : | Quantum - Table generation  SPSS - Data quality check |
|  |  |  |
| Client | : | Kantar Media Oxera Fast Food |
| Project Type | : | Ad hoc |
| Project Duration | : | Oct-15 to Nov-15 |
| Project Description | : | In countries France, Germany, Italy, Czech Republic, the Client want to see the behavior pattern among the Adults 18+ who have visited a fast food restaurant (eat in or take away) in the last month (fast food restaurants to include at least one of the following: McDonalds, KFC, Burger King, Dominos, Pizza Hut – exact list to be confirmed). |
| Role | : | Project Member |
| Role Description | : | I was responsible for data quality check using SPSS and also tables generation using Quantum. |
| Language & Tools Used | : | Quantum - Table generation  SPSS - Data quality check |
|  |  |  |

Apart from the projects mentioned above, I skillfully executed more than multiple projects (execution time was of 3-4 hours in total) to understand pre-launch market scenarios of new products/newly changed attributes of existing products also in dynamic foreign market.

|  |  |
| --- | --- |
| **Last Organization**  Job Profile  Experience | : IMRB International  : Analyst Manager  : Nov 2008 to Jun 2014 |

**Projects:**

|  |  |  |
| --- | --- | --- |
| Client | : | PEPSI |
| Project Type | : | Tracker (Beverages) |
| Project Duration | : | Jan-14 to June-14 |
| Project Description | : | PEPSI was looking for a solution for keeping track on their beverages to understand competitive sharing, stands in current market scenario in multiple countries.  Estimated time taken for total process was 3weeks in each month. All the previous results were being merged before reporting. Reporting was done monthly, quarterly and also yearly. |
| Role | : | Project Coordinator |
| Role Description | : | I was responsible for Questionnaire finalization, Quality checking and analyzing the data, documentation, prepare presentation. |
| Language & Tools Used | : | Quantum - Table generation & data quality check  IMRB Custom Analytic Tool - ADL (Espri/Magic) - Table generation |
|  |  |  |
| Client | : | ITC |
| Project Type | : | Tracker (Tobacco - Smoker) |
| Project Duration | : | 5 years (Sept-08 to Mar-09/ Sept-09 to Mar-10/ Sept-10 to Feb-11/ Sept-11 to Jan-12/ Aug-12 to Dec-13/ Aug-13 to Dec-13 ) |
| Project Description | : | ITC was looking for a general consumer survey of All kinds of Tobacco in Indian Market (covering each State) to understand brand health diagnosis, competitive sharing, stands in current market scenario, consumer graphics and so on.  Target groups were only product consumers. Same area was not being covered in 5 years’ slab. Also respondents were been selected from different age group (18-60) and different social class. Total sample for each study was 1L - 1.5L and time taken for total process was 5-6 months. All the previous results were being merged before reporting. Reporting was done yearly since 1990s. |
| Role | : | Project Member (in the first year)  Project Coordinator (Subsequently) |
| Role Description | : | I was responsible for data quality check in the first year using IMRB custom tool.  From the next year onwards I was responsible for Questionnaire designing and finalization, Field team management to get the interview of respondents, Vendor management to get computerized data, Quality checking and analyzing the data, documentation, prepare presentation and not to mention making bills and taking backup. |
| Language & Tools Used | : | IMRB Custom Analytic Tool - ADL (Espri/Magic) - Table Generation  Quantum - Data quality check |
|  |  |  |
| Client | : | ITC |
| Project Type | : | Ad hoc / Choice Based Conjoint study (Tobacco/Cigarette) |
| Project Duration | : | Jan-2011 to Jan-2013 (monthly 1/2 study) |
| Project Description | : | It was a choice based conjoint study to control only the price of Cigarettes. This analysis was being done out of many conjoint study. The price of target product was being compared to other 5-7 competitor products, in 15 levels.  In starting level, current price along with the Cigarettes were shown to customer and let them choose one of those. In the next level price of Cigarettes increased/ reduced depending on customer choice. |
| Role | : | Project Coordinator |
| Role Description | : | was responsible for Questionnaire finalization, Data Quality checking and analyzing the data, evaluate of profit and growth metrics and driving expense initiatives . |
| Language & Tools Used | : | Quantum & IMRB Custom Analytic Tool -CBC, CBC+ - Table Generation  SPSS - Data quality check |
|  |  |  |
| Client | : | ITC |
| Project Type |  | Ad hoc/ Limited Edition Period Pre-Tracking & Usage and Awareness Study (Food - Candy) |
| Project Duration | : | Feb-09 to Feb-11 |
| Project Description | : | ITC was looking for a limited edition period product test followed by a10-month detail study of their candy product Candyman. Target group were consumers and buyers both.  The study aimed at understanding the different aspects of candy consumption and purchase. Also, standings of competitor brands were evaluated through this study. |
| Role | : | Project Coordinator |
| Role Description | : | I was responsible for Questionnaire designing, Field team management to get the interview of respondents, Vendor management to get computerized data, Quality checking and analyzing the data, documentation. To understand and calculate the part worth’s of attribute levels and then understand the acceptance of offers. |
| Language & Tools Used | : | Quantum & IMRB Custom Analytic Tool - ADL - Table Generation  SPSS - Data quality check |

Besides those I owned responsibility of leading 20-25 fast projects (below thousand respondents , 2-3 weeks execution) in different market in multiple countries. Various attributes (starting from product name, pack opening style, pack colour, words written on pack and so on ) of existing brand were studied before changing it.

**Academic Records**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| QUALIFICATION | SCHOOL/ COLLEGE | BOARD/ UNIVERSITY | YEAR OF PASSING | PERCENTAGE |
| B Tech (Computer Science & Engineering) | Future Institute of Engineering & Management | WBUT | 2008 | 68.05 |
| 12th | Jodhpur Park Girls’ High School | West Bengal Council of Higher Secondary Education | 2004 | 63.80 |
| 10th | Jodhpur Park Girls’ High School | West Bengal Board of Secondary Education | 2002 | 86.00 |

**Interest and Hobbies**

|  |  |
| --- | --- |
| Puzzle Solving  Reading Books  Sports - Running and Swimming |  |

**Personal Details**

|  |  |
| --- | --- |
| Gender | : Female |
| Contact Details | : [mouli.kolkata@gmail.com](mailto:mouli.kolkata@gmail.com) |
|  | : +917044084213 |