

NIKKA ROLDAN

Product Research Analyst

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PROFILE: Data and market analytics professional with 10+ years of experience transforming complex data into actionable business insights across retail, consumer packaged goods (CPG), research, and product development. Experienced in SQL, BigQuery, Excel, Power BI, and Looker Studio, with a proven ability to build scalable analytics solutions, improve data quality, and support strategic decision-making through consumer insights and market analysis. Strong background in cross-functional collaboration, business reporting, process improvement, and stakeholder communication within fast-paced, data-driven environments.

SKILLS:

- Analytics & BI: SQL (PostgreSQL, MySQL, BigQuery), Power BI, Looker Studio, Metabase
- Data Analysis: Excel, Google Sheets, Data Cleaning, Data Modeling, Data Validation, Dashboard Development
- Programming & Statistics: R, SPSS, C Programming
- Collaboration: Jira, Confluence, Documentation, SOP Development

WORK HISTORY:

SPINS, LLC / ECLARO Business Solutions Inc.

Analyst, Data Activation & Delivery (Contractor) | Dec 2025 - Present

Product Research Analyst (Contractor) | Jun 2023 - Dec 2025

- Analyzed and standardized data for over 23,000 consumer products, improving the quality and consistency of retail market intelligence datasets.
- Developed SQL-based analytics and automated audit solutions that reduced manual quality reviews by 81%, significantly improving reporting reliability.
- Led workflow optimization initiatives that reduced manual product processing by 20–21% through automation and bulk-edit improvements.
- Analyzed and classified more than 8,100 consumer brands, contributing over 37% of the team's brand classification output while improving consistency in brand positioning.
- Designed and implemented business rules for product data quality across multiple retail categories, improving downstream analytics accuracy.
- Supported onboarding and integration of 5,000+ retailer products, ensuring accurate data mapping for enterprise analytics platforms.
- Executed more than 10,000 historical product corrections to maintain longitudinal consistency across enterprise retail datasets.
- Investigated high-priority data quality issues affecting business reporting and collaborated with cross-functional teams to implement permanent solutions.
- Authored and maintained standard operating procedures, dashboards, and documentation that standardized analytical workflows across the team.
- Facilitated analyst onboarding, led team stand-up meetings, and maintained project continuity during leadership absences.

Department Of Agriculture Regional Field Office 02

Science Research Technician III | Jan 2023 - Jun 2023

Food Technologist I | Jan 2021 - Dec 2022

- Applied statistical analysis and consumer sensory evaluation techniques to generate insights supporting food product innovation.
- Developed automated reporting tools in Google Sheets that reduced report preparation time from days to hours.
- Monitored project budgets and created analytical reports identifying expenditure trends and opportunities for improved resource allocation.
- Collaborated with multidisciplinary teams to communicate research findings and support evidence-based decision-making.

EBAR Abstracting Company, Inc.

Sr. Assoc. Indexer | Feb 2019 - Jan 2021

- Validated, categorized, and maintained high-volume technical datasets while ensuring accuracy and consistency across scientific information systems.
- Applied analytical methodologies to organize complex information for efficient retrieval and reporting.

Limketkai Manufacturing Corporation

Research & Development Specialist | Jul 2014 - Jan 2018

- Conducted market research using Focus Group Discussions, Usage & Attitude Studies, and Image Studies to evaluate consumer behavior and product performance.
- Performed annual retail sales and competitor analyses to identify market trends, brand performance, and growth opportunities.
- Presented research findings and strategic recommendations to senior management to support business and product development decisions.
- Collaborated with Marketing, R&D, Quality Assurance, and Regulatory teams throughout product development initiatives.
- Authored technical justifications supporting successful FDA product registrations and health-related product claims.
- Maintained product registration records and managed regulatory documentation to support compliance activities.

TRAININGS:

Learning Excel: Data Analysis

May 2025 | LinkedIn Learning | Online-course

Data Analytics Bootcamp Cohort

Jan 2023 | Eskwelabs | Online Bootcamp

Process Data from Dirty to Clean

May 2023 | Google - Coursera | Online-Course

Foundations: Data, Data, Everywhere

Feb 2023 | Google - Coursera | Online Course

Ask Questions to Make Data-Driven Decisions

Feb 2023 | Google - Coursera | Online Course

Prepare Data for Exploration

Mar 2023 | Google - Coursera | Online Course

Python Programming Essentials Course

Dec 2022 | DICT - ILCDB Region XI | Online Technical Workshop

Experimental Design & Data Analysis for Agricultural Research

Dec 2022 | DICT - ILCDB Region XI | Online Technical Workshop

EDUCATION:

Post Baccalaureate in Information Technology (In Progress)

Polytechnic University of the Philippines | Expected Completion: Sept 2026

BS Food Technology

University of Santo Tomas | 2010 - 2014

ADDITIONAL INFORMATION:

- Philippine Registered Chemical Technician (License No. 03180)
- Philippine Professional Food Technologist (License No. 0002880)