NIKKA ROLDAN
Data Analyst

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https://nikkaroldan.com/

PROFILE: Data Analyst with 10+ years of experience in consumer packaged goods (CPG), food science, and Product Intelligence. Proven experience transforming, mapping, validating, and harmonizing product data to support accurate, standardized datasets. Proficient in Excel, SQL, BigQuery, JSON, and Builder mapping, with demonstrated success in improving product attribution, data quality, and workflow efficiency through cross-functional collaboration.

TECHNICAL SKILLS:

- **Product Intelligence:** Product Attribution, Builder Mapping, Data Transformation, Data Quality
- **Data & Analytics:** Excel, SQL (PostgreSQL, MySQL, BigQuery), JSON, Google Sheets
- **Visualization & Reporting:** Power BI, Looker Studio, Metabase
- **Process & Collaboration:** SOP Development, Jira, Confluence, Cross-functional Collaboration

WORK HISTORY:

SPINS, LLC / ECLARO Business Solutions Inc.
Analyst, Data Activation & Delivery (Contractor) | Dec 2025 - Present
Product Research Analyst (Contractor) | Jun 2023 – Dec 2025

- Transformed, validated, and standardized product data for 23,000+ consumer products, supporting Product Intelligence datasets across retail and CPG categories.
- Developed and maintained Builder mapping configurations using JSON-based transformation logic to standardize product attributes and improve data consistency.
- Built SQL-driven audit solutions that reduced manual quality review workloads by 81%, improving data accuracy and operational efficiency.
- Led workflow optimization initiatives that reduced manual product processing by 20–21% through automation and improved bulk-edit logic.
- Classified 8,100+ consumer brands, contributing over 37% of the team's Brand Position output while improving classification consistency.
- Supported the onboarding of 5,000+ retail products and executed 10,000+ historical product corrections and backcoding activities to maintain data consistency across Product Intelligence datasets.
- Investigated product data issues, performed root cause analysis, and refined Builder mappings to improve attribution accuracy and reduce recurring quality issues.
- Collaborated with Product Research, Data Quality, and Data Activation teams to improve product attribute standards and contributed to the Curvball to PI Engine migration through Builder mapping, testing, and validation.
- Developed SOPs, dashboards, and documentation, while leading analyst stand-ups, mentoring new team members, and maintaining 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 support food product innovation and research.
- Built automated reporting tools using Google Sheets that reduced report preparation time from days to hours.
- Monitored project budgets and developed analytical reports supporting resource planning and decision-making.
- Collaborated with multidisciplinary research teams to communicate findings and improve research outcomes.

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 retail sales analysis to identify consumer trends.
- Performed competitive analysis and evaluated retailer sales data to support product development and business growth.
- Collaborated with Marketing, Quality Assurance, Regulatory, and R&D teams throughout the product lifecycle.
- Authored technical justifications supporting FDA product registrations and health-related product claims.

PROJECTS:

- Data Analytics Portfolio: https://nikkaroldan.com/portfolio/index.php#projects
- Excel Dashboards | SQL Analysis | Data Quality Automation

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

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

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