

NIKKA ROLDAN

Product Research Analyst

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PROFILE: Analytical and detail-driven data professional with 10+ years of experience across research, marketing data analysis, and SQL-based reporting. Proven success in blending technical querying with actionable consumer insights to support marketing strategies and operations. Expert in SQL (PostgreSQL, MySQL, BigQuery), Excel/Google Sheets automation, and unstructured data analysis. Adept at cross-functional collaboration, referral/incentive validation, and SOP documentation in fast-paced, remote environments.

SKILLS:

- Data Tools: Excel, Google Sheets, Metabase, Power BI, Looker Studio
- Databases & Languages: SQL (PostgreSQL, MySQL, BigQuery), C Programming
- Data Work: Data cleaning, normalization, QC auditing, attribute mapping, harmonization
- Statistical Tools: R, SPSS
- Process: Documentation & SOP development, workflow optimization, cross-functional collaboration
- Other: Jira, Confluence, Presentation & reporting, analytical problem-solving

WORK HISTORY:

SPINS, LLC / ECLARO Business Solutions Inc.

Product Research Analyst (Contractor) | Jun 2023 - Present

- Coded 23,000+ UPCs across two years, consistently ranking as a top manual contributor and supporting high-volume product attribution.
- Led major improvements to Preprod 100 workflows, reducing manual review UPCs by 20-21% and optimizing bulk edit logic accounting for over 35% of coding output.
- Coded 8,121 Brands and streamlined Brand Position operations, contributing 37%+ of total team Brand Position output.
- Built SQL-based audit script, reducing manual audit queues by 81%, and improving consistency
- Developed QC & Excludes rules for Energy Drinks and Modern Soda, identifying miscoded entries and improving attribute accuracy.
- Created and maintained multiple SOPs, dashboards, and documentation improving clarity, data standards, and workflow efficiency across Brand Position and Product Research processes.
- Supported large-scale dataset onboarding, including mapping and activating 5,000+ UPCs for Asian Food Markets.
- Delivered 10,000+ backcoded UPCs across Pet and Spices & Seasonings restatements, supporting the Data Activation Delivery Team.
- Contributed to Tasker Integration, helping design forms for Age, Scent, and Storage attributes and providing workflow feedback to support the Curvball to PI Engine migration.
- Resolved high-priority Jira tickets across multiple refresh cycles and investigated coding inconsistencies to improve data quality.
- Led BP stand-ups, trained new hires, and ensured workflow continuity during leadership OOO periods.

Department Of Agriculture Regional Field Office 02

Science Research Technician III | Jan 2023 - Jun 2023

Food Technologist I | Jan 2021 - Dec 2022

- Applied statistical and sensory analysis methods to food innovation—translating consumer feedback into product insights.
- Built streamlined data tracking tools in Google Sheets, improving turnaround time for reports from days to hours.

- Efficiently tracked and monitored budget expenditure, created insightful reports, and successfully identified areas of overspending, leading to effective cost management.

EBAR Abstracting Company, Inc.

Sr. Assoc. Indexer | Feb 2019 - Jan 2021

- Focused on accurate categorization and validation of complex data across technical databases.

Limketkai Manufacturing Corporation

Research & Development Specialist | Jul 2014 - Jan 2018

- Conducted and coordinated Market Research, including Focused Group Discussions and Usage, Attitude, and Image Studies to drive product line success
- Effectively communicated project progress to Top Management and keeping them informed
- Maintaining a record-keeping and control system for Product Registration and IPO-related documents.
- Authored several comprehensive technical justifications supporting health label claims, contributing to successful FDA product registration approvals.
- Performed annual in-depth market analysis using several Retailer Sales Data to evaluate brand performance against competitors and uncover opportunities for product development and growth.

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: Oct 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)