

RAMAN SAINI

MANAGER, ADVANCED ANALYTICS

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Raleigh - Durham - Chapel Hill Area, NC

SUMMARY

Experienced insights professional with over 7 years' experience in survey research and statistical modelling. I excel at crafting effective research studies, conducting statistical analyses, and translating complex data into actionable insights. I collaborate effectively with cross-functional teams to deliver impactful consumer insights. My expertise spans various research methodologies, including MaxDiff, segmentation, and conjoint analysis, consistently providing valuable insights to inform strategic decision-making.

WORK EXPERIENCE

Radius Insights | New York, NY

Manager, Advanced Analytics Group (Jul 2022 - Present)

Senior Statistical Analyst (Jan 2020 - Jun 2022)

Statistical Analyst (Aug 2017 - Dec 2020)

Business Development and Client Engagement

- Trained and mentored junior researchers, designed onboarding programs resulting in a 25% reduction in onboarding time, and a 30% increase in team output and efficiency.
- Led business development efforts discussing RFPs with prospective clients and providing expert recommendations on mixed-method research methodologies, contributing to \$8 million in new business.
- Presented research results of advanced methodologies to clients in an easy-to-understand manner. This led to greater client engagement, faster internal stakeholder adoption, and successful implementation of research-driven strategies.

Research and Analysis

- Executed over 20 conjoint studies and 50 MaxDiff projects, leading to optimized client product and messaging offering.
- Created effective segmentation solutions for more than 20 clients, resulting in strong stakeholder adoption and informing decisions on target audience identification, product development, innovation, messaging, and brand positioning.
- Led cross-functional teams to implement strategies for survey design, sample sizes, and advanced statistical analysis planning and reporting. These efforts contributed to a 10% reduction in project turnaround time.
- Implemented automated workflows, reducing project turnaround time by 30% and streamlining research delivery.

Methodology and Deliverable Improvements

- Enhanced key deliverables by upgrading features of choice models, TURF, and CSAT simulators, leading to increase in client satisfaction, repeat business, and stakeholder engagement.
- Conducted regular methodology reviews and updates to incorporate latest industry standards and best practices.
- Presented research paper on augmented Max-Diff at the Sawtooth Software Conference.

EDUCATION

Masters Marketing Research | University of Georgia, Athens, GA

June 2016 - May 2017

RESEARCH METHODOLOGIES

Brand Tracking | Pricing Research | Product Optimization | Claim Testing | Segmentation | Key Drivers

STATISTICAL TECHNIQUES

Conjoint | MaxDiff | Gabor Granger | Van-Westendorp | TURF | Kano | Regression | Clustering | Perceptual Maps | SEM

SOFTWARE

Excel | SPSS | Sawtooth Software | SAS | R | Python | Latent Gold | Qualtrics | SQL | PowerPoint