## Contact

www.linkedin.com/in/kavitamane
(LinkedIn)

## Top Skills

CRM
Business Analysis
SQL

## Languages

English
Hindi
Marathi

## Certifications

MBA Outbound Exam
Data Analysis in Python with Pandas
SQL for Marketers
Driving Business Results with Big
Data

# Kavita Mane

Technical Team Lead
San Francisco Bay Area

## Summary

• SPECIALTIES:

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-       Data analysis and reporting
-       SQL expertise - Data modelling, Normalization and
Performance coding
-       ETL and Data Warehouse Design - Star and Snowflake schema
-       Business intelligence reporting and dashboards
-       QA skills to perform data flow diagnostics to identify and fix data
bugs, Data profiling and mapping
- Great communicator on technical insights in a simple fashion to
higher management
- Customer Analytics - Segmentation, Clustering, Churn, Cohort
analysis
-       Product Analytics - Clickstream data models - Sessions,
Funnels etc.
-       Data science - Machine learning concepts, A/B test, Null
hypothesis, Regressions etc.
- Cross sell , Up sell , Market basket, Waterfall methods


• TECHNICAL SKILLS:

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Data and BI Tools
- Microsoft SSIS, SSAS, SSRS, Talend Data prep
- Salesforce CRM reporting and Dashboards
- Tableau,Looker and Google analytics
- Excel data mining plug-in, analytics toolkit

Programming skills
- SQL
- HTML and UML
- Beginner Python with Pandas and Numpy

Other tools

- Powerpoint, Word, Google slides

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## Experience

Accenture @ Google
Technical Team Lead
August 2017 - Present
San Francisco Bay Area


Accenture @ Google
Technical Specialist
June 2016 - August 2017 (1 year 3 months)
San Francisco Bay Area

Worked on Ads Incubation project for GA 360 Attribution to refine and stabilize the process with the goal of successfully vendorizing/scaling/offshoring

As a part of Data Quality Management team, monitor online advertising performance, deliver weekly dashboards using Tableau and troubleshoot data gap or discrepancy. Experience with SQL and BigQuery to query and join massive data sets.

Perform in-depth data validation and management. Collaborate with the clients system engineers, and data scientist to create and maintain streamlined data collection process.

Develop efficient and scalable data collection and reporting process for internal teams and clients by creating training materials and standardized work flow.

Standardize and automate tasks which included creating script and dashboards in Google internal tool PLX

Understanding of Data Collection - Impressions and Ad Tags in Adometry data system of records
Understanding of Ad Tag Request process

Worked on the Process readiness checklist to be off shored which included creating Process Map,SOP,Training deck, Quality, Change Control Process


Bajaj Finserv
Analytics-Lead

May 2011 - April 2013 (2 years)
Pune Area, India

• Sourced requirements gathering from Business teams, end user representatives, executive sponsors and other internal customers using different requirement gathering techniques
• Performed customer segmentation based on their product usage pattern which resulted in better product offerings and increased product acceptance rate
• Performed market basket analysis to understand bundled purchase behavior and target new promotions
• Played the role of a data bridge between Product and Engineering teams to work on Data tagging, Pre and post launch product analytics
• Devised and designed KPI'S such as channel growth rate, cross sell growth rate, coverage and conversion rate, Wait period and Cooling period between the offers to be made
• Analyzed Salesforce CRM backend data in SAS analytics for initiating new analytics projects to better understand BFL customer base and provide them valuable services in terms of Promotions, offers and ads.
• Performed SSAS data mining clustering, Naïve Bayes and Association algorithm, Decision tree on Customers and their transaction data using SQL Server data mining plugin in Excel 2010
• Designed and Developed Customer sales and trending reports using Salesforce CRM which helped the company to better understand its customer and sales.
• Designed and developed end-to-end BI models right from ETL to OLAP cubes to reporting

IGATE
Software Engineer
June 2008 - September 2009 (1 year 4 months)
Mumbai Area, India

• Designed and developed enterprise data warehouse for clients and automated manual data entry apps
• Created, optimized, reviewed, and executed SSIS packages to validate transformation rules used in source to target mappings/source views, and to verify data in target table
• Wrote complex SQL queries with best practices for performance and database tuning in SQL Server
• Worked in Data management processes performing data profiling, mapping, cleansing and extraction

- Built drill down, ad-hoc reports and dashboard in Microsoft SSRS and Excel for business users
- Developed templates for common ETL design patterns for extracting files from shared drives, FTP etc.

## Education

### International Technological University
Master of Business Administration (M.B.A.), ERP/SAP · (2014 - 2016)

### Chetana's Institute of Management and Research
Master of Business Administration (M.B.A.), Marketing · (2009 - 2011)

### Vivekanand Education Society's Institute Of Technology
Bachelor's Degree, Computer Science · (2004 - 2008)