Varun Bhatia

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EDUCATION

THE MICHAEL G. FOSTER SCHOOL OF BUSINESS, UNIVERSITY OF WASHINGTON, Seattle, WA

JUNE 2015

Candidate for Master of Business Administration, Statistics and Strategy concentration

• MBA Clubs: Strategy Club, Consulting Society, Business Technology Club, Marketing Association **DHIRUBHAI AMBANI INSTITUTE OF INFORMATION AND COMMUNICATION TECHNOLOGY**, India

May 2007

Bachelor of Engineering, Electronics and Communication

EXPERIENCE

CHICAGO TRIBUNE MEDIA GROUP, SEATTLE, WA

OCT 2014 - PRESENT

Data Analytics Consultant - Adobe Analytics (Omniture), Report Builder, SQL, SAS, Hadoop

- Created digital marketing campaign, audience reach and influencers models for digital multi-channel
- Developed the monthly, weekly and daily KPIs reports and other social media channel reporting suites
- Implemented customer segmentation through statistical techniques on Hadoop clusters

CONCUR TECHNOLOGIES INC., BELLEVUE, WA

JUNE 2014 - SEP 2014

Data Analytics and Insights, Global SMB NA (North America) - Advanced Excel, Tableau, R

- Built predictive models to improve the response rate by 1.5% of prospect conversion in customer acquisition funnel for the US & Canada markets. New prospects generated \$5M in revenues
- Recommended accounts & emails within industry segments to improve the conversion of top percentile responders in the demand generation funnel
- Performed statistical analysis on the SEM, SEO. PPC, display driven channels to improve ROI by 5%
- Managed a team of analysts for the expansion of analytics suites in different North America geographies

SPARSE ANALYTICA, CENTER FOR COMMERCIALIZATION (C4C), SEATTLE, WA Data Analytics Consultant - Advanced Excel, SQL,

Mar 2014 - May 2014

 Performed market segmentation on non-linear video separations algorithms to identify video technology companies interested in purchasing the algorithm

 Managed customer requirements to identify pain points in video technology market and raised \$50,000 from commercialization C4C fund. MRD and product road map were changed on customer inputs

EXL SERVICES (ERSTWHILE INDUCTIS CONSULTING), GURGAON, INDIA

2010 - 2013

Senior Business Analyst/ Data Analytics - SAS, predictive models, SQL for large data, Adobe Site Catalyst (Marketing Analytics and Research)

Client - Barclaycard - London (U.K)

- Implemented quantitative data analytics strategies on a billion dollar financial credit card portfolio, reducing loss by 1% to bank customers; successful implementation resulted in increased revenue of \$10M
- Extracted data for merger of PIGS (Portugal, Italy, Greece and Spain) loan portfolios and UK financial portfolio, leading to an overall decrease in the low risk credit customers by 15%
- Collaborated with the cross-functional decision analytics stakeholders to implement and create dashboards for a more stringent risk policy than existing policy for customers in the highest delinquency bucket
- Awarded outstanding quarterly achiever in two consecutive Barclaycard Annual Meet-ups

Client - Standard Chartered Bank (Marketing Analytics) - Singapore (Asia)

• Identified new customer segment, using SAS, Excel and other tools, with high cross-sell opportunities for incremental revenue generation; new customer segment had a higher PPC (product per customer) than the previous segment PPC by 25%, bringing \$1M/5 years in revenue

TATA CONSULTANCY SERVICES, MUMBAI, INDIA

2007 - 2010

Information Technology Services and Consulting / Software Engineer – Web Analytics, SQL, VBA, Advanced Excel Client - Chrysler Group LLC - Detroit (U.S.A)

• Improved audit process automation, resulting in transaction revenue improvement of over \$2M

SKILLS

• SAS, SPSS, MS Office, R, SQL, Python, Tableau, Clustering, Decision trees, Predictive models, A/B testing