SUNDARESH IYER

MANAGER, DATA SCIENCE AND INSIGHTS

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Data Science & Analytics	Qualitative and Quantitative research techniques, A/B testing, Customer Segmentation, Predictive Modeling, Machine Learning, Statistical Analysis, Data Visualization.
Programming	Python (Good), SQL (Good), Excel-VBA (Good), HTML & CSS (Novice)
Tools	Snowflake, AWS S3, Tableau, Power BI, Adobe Analytics, Google Analytics, Amplitude, Optimizely
Big Data	Data Pipeline Development, ETL Processes, Cloud Computing (AWS)
Project Management	Agile Project Management, Cross-functional team leadership, Product Development Lifecycle, Communication & Presentations

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PROFESSIONAL SUMMARY

Data science professional with 9+ years of experience in delivering actionable insights through advanced analytics, machine learning, and data-driven decision making. Proven track record of translating complex data into compelling stories that drive business decisions across various industries including SaaS, logistics, retail and e-commerce. Skilled in both predictive and prescriptive analytics, with a passion for solving complex business problems through data.

WORK EXPERIENCE

Customer Analytics Manager   Mar 2023 – Apr 2024
Jobber - CA (remote)

- Developed and implemented customer segmentation models, resulting in a 7% increase in customer retention and a 20% increase in upsell opportunities through customer identification.
- Led the development of subscription forecasting models using machine learning techniques, achieving 92% accuracy in predicting churn and enabling proactive retention strategies.
- Created a marketing channel attribution system that improved effectiveness discussions and increased marketing ROI by 5% through optimized budget allocation.
- Spearheaded the migration from Mode to Tableau for marketing reporting, resulting in $20K+ cost savings and a 30% reduction in report generation time
- Implemented data integrity processes across Martech tools, reducing data discrepancies by 40% and ensuring 99.9% data accuracy for analysis

Product Owner   Feb 2021 – Mar 2023
Microsoft - CA (remote)

- Led product roadmaps for Adobe marketing cloud, focusing on experimentation, targeting, and CRM analytics
- Optimized data pipelines and analytics processes using Snowflake and Tableau, resulting in $30k savings
- Achieved 100% feature completion in 70% of the time while maintaining high standards for privacy, security, and service reliability with cross functional teams.
- Highlighted compliance scenarios missed during discovery for 3rd party scripts, ensuring GDPR compliance and preventing potential rework

Manager, Marketing Analytics   Sep 2019 – Nov 2020
FedEx - IN

- Led a team of 8 analysts, delivering advanced analytics and BI solutions for global marketing teams
- Initiated and executed Voice of Customer (VOC) analytics projects using text mining techniques, uncovering 5+ service digitalization opportunities
- Scaled analytics projects from 4 to 17 in one year, significantly expanding the impact of data-driven decision making
- Implemented BI and reporting automation for APAC marketing, resulting in resource optimization equivalent to 3 full-time positions

Senior Business Analyst   Sep 2016 – Aug 2019
FedEx - IN

- Managed end-to-end analytics pipeline for global awareness campaigns, including KPI synthesis, data management, spend optimization, and A/B testing
- Led the annual audit of analytics implementation across Fedex.com, focusing on data quality, standardization, and integration with cloud and 3rd party applications
- Developed and implemented customer journey automations using advanced analytics, increasing marketing reach by 40% and CTA by 18%
- Created and delivered training modules on marketing analytics, personalization & A/B testing for global marketing leaders

Senior Associate   May 2013 – Aug 2016
Cognizant - IN

- Delivered analytics solutions to clients in Luxury Retail and OTT Entertainment using Adobe Analytics, Google Analytics, and SQL
- Increased personal capacity to manage multiple clients while contributing to business development initiatives

PROFESSIONAL CERTIFICATIONS

Behavioral Insights: Fundamentals | University of British Columbia   2023

Product Management | Brainstation   2023

Google Analytics Practitioner | Google   2022

AEM Sites Business Practitioners | Adobe Certified Expert   2021

Certified Web Analyst | Digital Analytics Association   2018

EDUCATION

MBA in Marketing & Technology | Institute of Management Technology, IN   2013

Bachelors in Electronics & Telecommunication Engineering | Mumbai University, IN   2008

INTERESTS

Volunteering for community infrastructure development and ocean clean-up initiatives

Advanced Scuba Diver