

# SUNDARESH IYER

## MANAGER, DATA SCIENCE AND INSIGHTS

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<b>Data Science &amp; Analytics</b>	Qualitative and Quantitative research techniques, Statistical analysis, Supervised and Unsupervised learning methods, A/B testing, Customer Segmentation, Data Visualization.
<b>Big Data</b>	Data Pipeline Development, ETL Processes, Cloud Computing (AWS)
<b>Project Management</b>	Agile Project Management, Cross-functional team leadership, Product Development Lifecycle, Communication & Presentations
<b>Programming</b>	Python (Good), SQL (Good), Excel-VBA (Good), HTML & CSS (Novice)
<b>Tools</b>	Snowflake, AWS S3, Tableau, Power BI, Adobe Analytics Cloud, Google Analytics, Amplitude, Optimizely, Salesforce CRM and other Martech tools

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### PROFESSIONAL SUMMARY

Data science and analytics with 10+ years of experience driving business decisions through advanced analytics and machine learning. Proven ability to translate complex data into actionable insights across SaaS, logistics, retail, and e-commerce industries. Expert in predictive and prescriptive analytics with a strong track record in customer segmentation, retention strategies, and marketing attribution. Passionate about leveraging data to solve complex business challenges and lead cross-functional teams to success.

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### WORK EXPERIENCE

#### Customer Analytics Manager

Mar 2023 – Apr 2024

Jobber - CA (remote)

- Architected and implemented a hybrid first-touch attribution model, integrating multi-touch Markov Chain analysis, resulting in \$1.2M potential marketing spend reallocation and a 5% increase in overall marketing ROI.
- Led the migration of marketing analytics reporting from Mode to Tableau, reducing report generation time by 30% and annual costs by \$20K+, while improving data accuracy and analytical capabilities.
- Designed and executed a causal impact analysis for influencer marketing campaigns, isolating their effect on Jobber Summit sign-ups amidst concurrent marketing efforts, leading to data-driven optimizations in influencer selection and campaign strategy.
- Implemented robust data integrity processes across Martech tools, reducing data discrepancies by 40% and ensuring 99.9% data accuracy for critical business analyses.
- Collaborated cross-functionally to develop subscription forecasting models using machine learning, achieving 92% accuracy in predicting churn and enabling proactive retention strategies that increased customer retention by 7%.

#### Project Manager

Feb 2021 – Mar 2023

Microsoft & Nissan - CA (remote)

- Spearheaded the implementation of Adobe Target on Microsoft's AEM platform, delivering the project on time while maintaining high standards for privacy, security, and service reliability across cross-functional teams.

- Collaborated on the development of product roadmaps for Adobe Marketing Cloud, focusing on experimentation, targeting, and CRM analytics, resulting in a 40% increase in A/B testing velocity and enabling 15 additional experiments per month.
- Managed the implementation of Salesforce Lightning for Nissan Canada's Dealer Portal, increasing dealer satisfaction scores from 7.2 to 8.9 and improving inventory turnover rate by 22% within 6 months of launch.
- Optimized data pipelines and analytics processes using Snowflake and Tableau, resulting in \$30k annual cost savings and a 30% reduction in report generation time.
- Orchestrated a hybrid server-side and client-side Adobe Target implementation, reducing page load time by 400 milliseconds on personalized pages and achieving a 75% adoption rate across Microsoft's digital properties.
- Developed and maintained a comprehensive risk management strategy, including identifying and mitigating compliance scenarios for 3rd party scripts, ensuring GDPR compliance and preventing potential rework.

## Lead, 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 reporting and custom solutions to clients in Luxury Retail and OTT Entertainment using Adobe Analytics, Google Analytics, and SQL
- Automated report delivery using Excel VBA and Adobe Analytics, reducing BI creation time from 20+ days to 3 days per month, including data collection and validation checks.
- Increased personal capacity to manage multiple clients while contributing to business development initiatives

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## PROFESSIONAL CERTIFICATIONS

Behavioral Insights: Fundamentals   <a href="#">University of British Columbia</a>	2023
Product Management   <a href="#">Brainstation</a>	2023
Google Analytics Practitioner   <a href="#">Google</a>	2022
AEM Sites Business Practitioners   <a href="#">Adobe Certified Expert</a>	2021
Certified Web Analyst   <a href="#">Digital Analytics Association</a>	2018

EDUCATION

MBA in Marketing & Technology   Institute of Management Technology, IN	2013
Bachelors in Electronics & Telecommunication Engineering   Mumbai University, IN	2008