SACHIN MONTADKA KARUNAKARA

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# Career objective

To make sincere and continuous efforts towards building a promising career and to take challenges in life so that I can contribute to the growth and success of the organization I am working with.

# SKILLSETS

* Data Steward, Data Analysis and ETL for Digital data.
* Data Harmonisation and Management using SAS, SQL Server Management Studio, MS Excel.
* Tableau Visualisation.
* Creating predictive and descriptive models using SAS Enterprise Miner.
* Statistical Data Modelling using R analytics tool.

# Qualifications

09/03/2015 – 11/10/2016 Masters of Information Systems (Business Analytics as Major)

Deakin University, Burwood, Melbourne, Victoria

23/08/2007 – 12/06/2011 Bachelor of Engineering,

KVG College of Engineering, Sullia, Karnataka, India

# career Summary

**23/05/2016 - Present Analyst**

**Mindshare Media Agency, Sydney, Australia**

* Responsible for all data management aspects of projects; e.g. request, collection, cleaning and manipulation.
* Building and maintaining agency wide Digital Reporting dashboards by coordinating with the digital executives to create and deliver project presentations to key stakeholders.
* Identifying and resolving data quality across a variety of platforms including 3rd Party Ad Servers, Google AdWords/DoubleClick Search, Facebook, DSPs etc.
* Undertake data analysis and provide econometric insights & ROI recommendations.
* ETL process to drive data harmonisation for clients, across multiple data sources using in SQL Server Management Studio(SSMS)/Datorama to construct customised data management and dashboard solutions using Tableau Visualization or Datorama.
* Work closely with supervisor to create and deliver project presentations to key stakeholders.
* Training the digital executives on end-to-end Datorama set-up and handing over responsibilities of their client dashboards.
* Generating new, proactive analyses to answer pertinent client issues & challenges, with integrity and strong service ethic.

**15/03/2016 – 20/05/2016 Post Graduate Internship - Partnership Database Project**

**Deakin University, Melbourne, Australia**

* To build a database to store Faculty industry engagement partner information
* Typical duties include gathering data from various sources of faculty, connect the user interface and database on consultation with relevant faculty stakeholders.
* To build FileMaker Pro database from agreed specifications, test database and provide supporting database.

**16/11/2015 – 09/02/2016 Business Information Systems Intern**

**Barwon Health, Geelong, Australia**

* Assisted in the development of the projects of Barwon Health and their stakeholders applying the knowledge of Information technology and Information Systems.
* Developed my understanding on stakeholder analysis, identification of business needs, problems and opportunities, analysis, negotiation and specification of requirements for any solution.

**02/01/2012 – 31/12/2014 Analyst**

**Meritus Analytics India Pvt Ltd, Bangalore, India**

**(Now Gain Theory India Pvt Ltd)**

**Data Management/Analysis**

* Project Management for Time Series & Marketing Activity data; analysing huge sets of data by end-to-end ETL process using SAS; testing the data using Custom Export Excel reports.
* Computing & reporting of KPI/metrics and other client/product specific metrics using SAS/SQL, Data and Analysis tool etc.
* Web based ETL process using the DDL and DML Concepts of SQL on Digital Marketing Media data by fetching the data through various API’s.
* Data manipulation in SSMS using Stored procedures and creating data views.

**Visualization Tools - Tableau**

* Tableau Server **–** DevelopandPublish few Dashboards depending on client requirement.
* Generating reports using Tableau and highlighting the key performance factors and sensitizing media owners to advertiser’s concerns and goals.
* Visualizing the consumer & market insights from the retail data and extracting insights from the YOY volume sales and price of various brands by category and brand levels after performing EDA.

**Data Stewarding and Client Interaction**

* Direct Interaction with clients on how to improve their sales by increasing the web traffic.
* Responsible for the management of critical digital marketing data elements by acquiring the data from various API services and assisted Data Modelers and Data Quality analysts.
* Generating Digital Campaign reports for clients providing financial services by analysing the data from Ad servers.
* Reporting clients on social metrics data using Google Analytics and Facebook Ads manager to get search and display networks data.

# Affiliations

* Member of Deakin Commerce Society.
* DGBS Burwood Melbourne.

# EXTRA-CURRICULAR ACTIVITIES

* Won several prizes in Inter college games and other curricular activities.
* Worked as the President of Electronics & Communication Students Association of KVG College of Engineering, Sullia, Karnataka, India.
* Successfully completed a high altitude trekking expedition to Rupin Pass in the Himalayas, India.
* Worked as a Sales Assistant at a 7-Eleven convenience store and Domino’s Pizza as a Customer Service to meet my monthly expenses (Part-time job).
* Media Planning for a client using Google AdWords and participated in Google Analytics Online Marketing Challenge 2015.

# References

Available upon request.