

# About the Authors

## **Vijay Kotu**

Vijay Kotu is Senior Director of Analytics at Yahoo. He leads the implementation of large-scale data and analytics systems to support the company's online business. He has practiced Analytics for over a decade with focus on business intelligence, data mining, web analytics, experimentation, information design, data warehousing, data engineering and developing analytical teams. Prior to joining Yahoo, he worked at Life Technologies and Adteractive where he led marketing analytics, created algorithms to optimize online purchasing behaviors, and developed data platforms to manage marketing campaigns. He is a member of the Association of Computing Machinery and is certified as a Six Sigma Black Belt by the American Society of Quality.

## **Bala Deshpande, PhD**

Bala Deshpande is the founder of SimaFore, a custom analytics app development and consulting company. He has more than 20 years of experience in using analytical techniques in a wide range of application areas. His first exposure to predictive models and analytics was in the field of biomechanics, in identifying correlations and building multiple regression models. He began his career as an engineering consultant, following which he spent several years analyzing data from automobile crash tests and helping to build safer cars at Ford Motor Company. He is the co-chair of Predictive Analytics World–Manufacturing, an annual conference focused on promoting and evangelizing predictive analytics in the industry. He blogs regularly about data mining and predictive analytics for his company at [www.simafore.com/blog](http://www.simafore.com/blog). He holds a PhD in Bioengineering from Carnegie Mellon University and an MBA from the Ross School of Business (University of Michigan).