Aditya K. Putcha

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OBJECTIVE

Research and scrutinize entertainment data, creating a narrative along with actionable recommendations

EXPERIENCE

Warner Bros.   Burbank, CA

Data Analyst   2016

Dissect revenue and expense values, enabling division to obtain vivid picture of over 180,000 data points

- Designing original 90 piece dashboard giving managers instantaneous knowledge of issues
- Discover data errors which would otherwise prevent automation of over 300 financial reports
- Create a dashboard using VBA providing snapshot of any of 1000s of required contracts
- Generate layered charts with three sets of variables-random, expected, and perfectly normally distributed

NBCUniversal   Universal City, CA

Research Intern/Analyst   2014-2015

Analyzed ratings for NBC's domestic syndication team, leading to profitable sales of top 10 programs

- Prepared one-sheets and decks demonstrating success of programs in many of 56 major markets
- Created NPower reports comparing ratings and engagement of over 120 programs
- Ran WRAP Overnight reports comparing local market performance of NBC properties to that of competitors' properties and isolating standout ratings, often upwards of 10.0
- Assembled detailed reports with Grabix monitoring key moments of 60 minute telecasts
- Gauged, with Google Trends, topics popular (500,000+ hits) on behalf of Access Hollywood
- Tracked ratings of NBC syndicated shows during 12 sweeps periods using WRAP Sweeps

Financial Analyst   2013-2014

Ran analytics to determine effectiveness of marketing campaigns for three major Universal Studios passes

- Utilized warehousing software Microstrategy to interpret data describing $2.2 billion of revenue

University of Southern California, Marshall School of Business   Los Angeles, CA

Research Assistant   2011- 2012

Assembled potential pricing strategy over eight months for WWE's 24 hour network

- Ascertained optimal price for four different network/pay-per-view bundles based on consumer preference, calculated resulting revenue, and recommended actions for maximizing profitability

Paramount Pictures Corporation   Hollywood, CA

Financial Analyst   2007-2010

Examined data to determine participants' shares on titles paying over $1,000,000

- Saved company upwards of $100,000 discovering previous analytical errors
- Assessed 50 years of reports and developed deeper understanding of company's necessary direction

SmithGeiger, LLC   Westlake Village, CA

Market Research Analyst   2005–2007

Evaluated all output, identified errors, and recommended improvements for department of 30 supporting clients such as Warner Bros., Fox Sports and ABC.

- Evaluated Excel and PowerPoint reports and corrected issues on 90%, saving resources
- Assessed data from over 200 ad hoc digital media analytics studies
- Verified surveys administered correctly by 3rd party vendors, ensuring accurate results
- Analyzed, discovered and enhanced survey content, creating robust tools enabling over 100 clients to market effectively

EDUCATION

University of Southern California, Marshall School of Business   Los Angeles, CA

Master of Science in Business Research, Graduate Certificate in Business of Entertainment   May 2013

University of California, Berkeley   Berkeley, CA

Master of Science in Operations Research   May 2004

University of California, LosAngeles   Los Angeles, CA
Bachelor of Science in Mathematics/Economics   June 2002
- Business Development Committee: Led recruitment of movie studios/television networks

ADDITIONAL   INFORMATION
- Computer: Excel, PowerPoint, NPower, WRAP, Galaxy Explorer, SPSS, Access, Microstrategy
- Interests: TV (Developed website computing historically popular shows), Movies (Hollywood Heritage docent), Politics (Former SFV Young Democrats treasurer), Wrestling (Kayfabe Rewind Host)