

HITEN LADKANI

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EDUCATION

Boston University | *Master's, applied business Analytics (GPA: 3.80/4.00)*

Sep 2024 - Aug 2025

Seneca College of Applied Arts & Technology | *Post-graduate Certificate, Brand Management (GPA: 3.80/4.00)*

Sep 2021 - Apr 2022

WORK EXPERIENCE

Propa City Community Outreach (BPS) | *Data Analytics Intern*

Jun 2025 - Aug 2025

- Engineered a PostgreSQL relational database to centralize 1,500+ programs and resources records, reducing query times by 40% and improving data accessibility for monthly board reviews.
- Automated Salesforce-to-database data ingestion using a Python ETL pipeline, reducing manual data collection and transfer time by 70%
- Developed a Power BI dashboard tracking annual events and maternal health program KPIs, enabling comprehensive reporting to board members and reallocation of \$50K funding to workshops.
- Presented data-driven outreach insights during the Massachusetts PPD initiative, resulting in partnerships with 2 medical centres serving 3 neighborhoods.

Omnicom Media Group (PHD Media) | *Media Planning Manager*

Oct 2023 - Aug 2024

- Directed omni-channel planning for Cineplex Pan Canada using marketing mix modeling results, achieving a 20% YoY reach increase by reallocating 30% of Facebook budget to TikTok and CTV based on performance data
- Led annual media planning for Cineplex's Playdium and Recroom brand portfolios of \$3M, using Data Management Platforms (DMPs) audience segments as well as Adobe IP data to shift 100% of TV budget to Programmatic CTV, increasing YoY reach by 20%
- Optimized Porsche's Digital Plan by analyzing GA4 cross-channel attribution (paid social v/s display), reallocating 15% of Meta spend to high performing Twitch and Pinterest placements and combining it with Influencer boosted plan, winning 'Twitch Esports Campaign of the year 2022.'
- Collaborated with Marketing science team to build a Datorama dashboard tracking cross-channel performance (paid social, search, programmatic, CTV & OOH), integrated platform-specific metrics (Facebook CPM, YouTube CPV) into a unified view, enabling weekly recommendations and optimization reports to the client.
- Led competitive analysis using industry and audience data from Telmar, Vividata, Nielsen and Environics through Omni, identifying Share of Voice (SOV) for Porsche's luxury auto category.

Omnicom Media Group (PHD Media) | *Media Planning Associate*

May 2022 - Oct 2023

- Managed end-to-end **ad operations** including campaign trafficking sheets, tag QA, and insertion orders across multiple channels, reducing errors by 20% through systematic process improvements and cross-checks with execution team
- Assisted in QA checks for a Tableau dashboard (validating GA4 metrics vs. platform data) ensuring accuracy for bi-weekly client reporting presentations.
- Partnered with Digital execution team to leverage Lotame and Nielsen audiences under Omni for refining Ferrero's ecommerce campaigns, improving ROAS by 3.5x than the traditional search plan.
- Pulled and compiled weekly platform reports (Google Ads, DV360, Meta Ads Manager) for senior planners, flagging underperforming campaigns for optimization.

DATA ANALYTICS PROJECTS

Light cast Job posting data analysis

- Extracted and processed 60K+ U.S. job postings from Lightcast via AWS S3 using PySpark on EC2 to identify demand trends for analytics roles across industries, identified critical skills that I need to acquire for data analytics role by executing SQL queries in PySpark.
- Executed SQL queries in PySpark to analyze skill frequency, uncovering top in-demand tools (SQL, Tableau, Python) and drafted a targeted upskilling roadmap for my job search.
- Used Git and VS Code to modularize analysis scripts and maintain reproducible workflows, enabling scalable updates and collaboration readiness, ensuring efficiency in analysis by 20% compared to usual Python packages like NumPy and Pandas.

Conversion Analysis via AB testing

- Demonstrated uplift in conversions between test and control groups was statistically significant by analyzing campaign performance data and validated the approach to scale high performing campaigns further.
- Delivered a clear, evidence-based framework using statistical tests and hypothesis testing, turning empirical campaign results into strategic recommendations that have potential to improve KPIs further and positively impact business ROI.

Optimizing paid media strategy for US shopping mall

- Analyzed 3 months worth of campaign performance across eight paid channels (Meta, Google Search, YouTube Ads, Email, Affiliate) using SQL and Python to benchmark CTR, CPC, CPA, and ROAS by channel.
- Built a Tableau dashboard featuring channel-level trend analysis, spend-to-revenue contributions, conversion funnel visualizations, and dynamic segmentation filters to support strategic decision-making in terms of reallocation of budget for each channel
- Forecasted revenue for the business using Time series models for the future 3 quarters using spend and other KPI benchmarks and recommended marketing strategy accordingly.
- Won the 2024 BU Hackathon for the business case.

SKILLS

- Programming:** Python, R
- Database:** MySQL, PostgreSQL, SQLite
- Libraries:** NumPy, Pandas, Polars, Pyspark, Scikit-Learn, Stats models, Plotly, Seaborn, Matplotlib, ggplot, Caret, e1071, tidytext, hvplot, Quarto
- Visualization:** Excel (Pivot table, VLOOKUP, SUMIF, dashboards), Power BI (Power Query, DAX), Tableau
- Cloud systems:** AWS, Spark, Azure, Google Colab, Big Data
- Marketing Analytics:** GA4 (Google Analytics), paid media strategy, A/B testing, Media Mix Modeling (MMM), Market Research, Audience segmentation, Google Tag Manager (GTM)
- Machine Learning:** Regression (Linear, MLR & Logistic), Classification (KNN, K-means, Random Forest, Naive Bayes & Decision trees), Conjoint modeling, ARIMA
- Statistics:** Hypothesis testing, Chi-square test, T-tests, Bayesian test, Probability distribution