**Yudhisthar Yadav**

**Data Science & Reporting- Tableau/ R /Python**

**SUMMARY**

* **Over 10+ years of experience** of IT industry experience with emphasis on **Reporting, Data Science**, **Prediction Modeling, Machine Learning, Data Modeling and Architecture, Automation and App Development.**
* **Over 7+ Years** of experience as **Tableau development lead** role along with architecture experience. Designed and developed complex **Tableau dashboards** integrated with custom SQLs**.**
* **Over 7+ years** of experience in developing **SQL reports and data pipelines** using **Python, Azure Data Factory, SQL Server, Snowflake, Salesforce, Teradata and Informatica**.
* Experience in predictive analytics, forecasting, email recommendation systems, marketing analytics, price optimization modeling and cannibalization modeling.
* Proficient in **data visualization, reporting, analysis** using Pie Charts Bar Charts, Cross Map, Scatter Plots, Geographic Map, Page Trails, Density Chart, and other making use of actions, other local and global filters according to the end user requirement.
* Possess **strong knowledge of database management in writing complex SQL queries**, Joins, query optimization and resolving key performance issues.
* Expertise in Tracking, Capturing, Managing and Communicating the Requirements using **Requirement Traceability Matrix** (RTM) which helped in controlling numerous artifacts produced by the teams across the deliverables for a project.
* Worked in all phases of BW/BI full life cycles including analysis, design, development, testing, deployment, post-production support/maintenance, documentation, and end-user training.
* Proficient in developing **Entity-Relationship diagrams, Dimensional Modeling, Star/Snowflake Schema Designs**, and Expert in modeling Transactional Databases and Data Warehouse.
* Experience in designing and analyzing A/B tests with an understanding of confidence intervals and noise reduction techniques.
* Architectureexperience in AWS setup for Tableau, like server sizing, capacity planning & deployment. Experience with version upgrades of servers and reports.
* Knowledge of digital marketing analytics tools - Google Analytics and Adobe Analytics.
* Certified Scrum Master having around 5+ years of experience in Agile methodologies with both Scrum (Iterative and Increment) for Ongoing Operations.

**Technical Expertise**

Certifications: AWS Certified Cloud Practitioner, Certified Scrum Master (Scrum Alliance)

Languages: Python, SQL, R.

Cloud: AWS, Azure

Reporting: Tableau, R-Shiny, Power BI

ETL Tools & Databases: SQL Server, Teradata, Snowflake, MySQL, SQL Server, Informatica, Star and Snowflake Data warehousing schemas with (RDBMS, OLTP, OLAP), Airflow.

Other Technologies: Looker (Basics), S3 buckets, MS Power Platforms, Microsoft Office (Word, Excel, PowerPoint, SharePoint, Outlook), Google Analytics

**EXPERIENCE**

**Lead Data Scientist**

**Warner Media Discovery, Burbank CA**

Project:Predictive Modeling and BI Reporting

Duration: 02/2018 – Present (5 Years)

Tools/technologies: Python, R, Tableau, Azure, SQL Server, Shiny, Teradata, Snowflake, Salesforce

**Roles & Responsibilities:**

* + - * Led strategic BI initiatives in collaboration with technology teams to impact data reporting for movie windowing strategy, release window optimization and total demand forecasting.
      * Collaborated with finance, content planning and brand to ensure consumer insights are effectively used and integrated into modelling and scenario planning.
      * Optimized data from different vendor across platforms and implemented into single inhouse database. **Created data pipelines** to integrate the data from various 3rd party data vendors to serve data analytics requirements.
      * Designed and **developed data models and frameworks** to support reporting. Analyzed existing queries and reports and consolidated into new and more efficient BI models and structures.
      * Developed **customer segmentation and pricing optimization machine learning models** for various segments of the business across all 5 clients **including Amazon and Apple**.
      * Developed **continuous monitoring system in Tableau** for assessing email recommendation system performance for marketing campaigns.
      * **Developed theatrical new release forecasting model** as an improvement over the existing index model with reporting in **Tableau and R-Shiny dashboards**.
      * Built and validated a **prediction application in R Shiny** which helped sales teams to negotiate SVOD Deals.
      * Researched the emerging opportunity on HBO Max Originals to the management and leverage the analysis in **Tableau** to multimillion $ opportunity for HE Business in 2022
      * Designed, developed, conducted unit testing, and maintained **complex data analysis reports** for scalability, manageability, extensibility, performance, and re-use.
      * Led **campaign analytics** for film products for WB; developed reporting to target customers at various stages to increase engagement and driving sales for more than 3M MA customers.
      * Developed **email recommendation system** based on two towers modeling algorithm.
      * Extensively participated in translating business needs into analytical reporting solutions by ensuring the correct selection of toolset available across the **Tableau BI Suite**.
      * Managed the **reporting and visualization** of Harry Potter VR experience to drive insights and help develop pricing strategy.
      * Developed **suite of pricing dashboards** such as the theatrical catalogue pricing (US), International film catalogue pricing (5 territories) including compliance and performance reporting.
      * Successfully gathered commonly used **KPIs as continuous trackers** and combine them into dashboards in **Tableau** for department-wide support.
      * **Automated reports using Python** from multiple data sources in **Teradata and Snowflake** by Extracting, Transforming and Loading datasets. Developed data validation reporting.
      * Collected the YouTube, Google Trends, Wiki and Piracy data, **created data pipeline in Snowflake** to transform and validate the data for use in the modeling for improving prediction accuracy.
      * Designed and analyzed **A/B experiments** to test the effect of media spend & temporary price reduction strategies on customers across Media Designated Market Areas (DMAs).
      * Created **customer profiles** based on the LTV of customers acquired at various price points.
      * Worked on migration of data from WB Systems to ATT to as a part of merging of the two companies.
      * Involved in Requirement Analysis, ETL Design and Development for extracting from the source systems and loading it into the **Warehouse and Data Marts**.
      * Analyzed, designed, developed, implemented, and maintained moderate to complex initial and incremental load mappings to provide data for enterprise data warehouse.
      * Wrote UNIX scripts to run and schedule workflows on Production server for the daily runs.
      * Used SQL **Teradata** Studio front-end tools to issue SQL commands matching the BRD to Teradata RDBMS.
      * Re-designed ETL jobs for performance issues as part of Production Support on-call rotation basis.

**Data Analyst**

**Life Sciences Center, ASU, Tempe AZ**

Project: Web Scraping, Research Data Collection and Analysis

Duration: 07/2016 – 12/2017

Tools/technologies: Python, R, Tableau, Adobe Acrobat

**Responsibilities:**

* Build scraper using Python to collect and clean human microbiome data from various repositories.
* Performed computations to discover author interactions using Topic Modelling.
* Identified research focused author communities. Achieved an accuracy of 84% in the predictions.
* Automated report generation of errors using MS report builder by Extracting, Transforming and Loading, paper and citation metadata to SQL server.

**Senior Data Analytics Consultant**

**Geek Shastra Technologies Pvt Ltd, Raj, India**

Project: Data Analysis and Reporting

Duration: 11/2014 – 04/2016

Tools/technologies: Python, Java, Scrum, My SQL, Excel, Data Lakes, Product Management, OBIEE

**Responsibilities:**

* Developed business dashboards to visualize real time KPIs by connecting Tableau to SQL server.
* Developed in-house analytics to implement in Edu-OS and Edu-Chat. Well received by the end users.
* Explored clickstream data to compile A/B test results describing how website changes impact sales.
* Proactively employed risk identification and mitigation while facilitating project status/steering meetings.
* Structure and redesign the data flows with the aim of maintaining single source of truth for all master data and consistent reporting
* Set up and maintain the appropriate data infrastructure to support the above plan on an AWS environment (ex: Redshift, EC2, ELT tools, data wrangling tools, Informatica etc.)
* Acquire, ingest, and process data from multiple sources and systems into a data warehouse
* Collaborated with business teams to map data fields to hypotheses and curate, wrangle, and prepare data for use in reporting and BI
* Maintained the highest security standards across the entire data eco system
* Implemented and maintained BI & reporting tools
* Provide business insights using consolidated data
* Worked closely with project manager, cross-functional teams, and assigned project managers to plan and develop scope, deliverables, required resources, work plan, budget, and timing for new initiatives.
* Strong in usage of MS Office; working knowledge of program/project management software (MS Project etc.) · As AGILE believer I have also Organized and facilitated sprint planning, daily stand-up meetings, reviews, retrospectives, release planning, demos, and other Scrum-related meetings

**Data Analyst**

**StudioKassa.com, India**

Project: Retail Analytics

Tools/technologies: Python, Tableau, Google Analytics, Excel, MS Office

**Responsibilities:**

* Developed analytical marketing reports and dashboards with multiple dimensions in Tableau and R intended to visualize various retail metrics of recency, frequency and monetary aspects.
* Collaborated with web development team to collect data and forecast the demand and pricing.
* Analyzed Google Analytics click data to optimize pricing strategies by studying regional demand and market behavior.
* Implemented usage metrics, with stats on customer click flows, reports and number of users.
* Developed different visualizations for CR like bar charts, pie charts, dash boards and cross tables.
* Develops and maintains data standards, data catalogues, file templates, analytical models, and file view documentation.

**Data Analyst**

**Honda Cars India Limited, India**

Project: TQM in Development and Delivery

Duration: 07/2012 – 05/2013

Tools/technologies: MS Office, Excel

# Responsibilities:

* Managed and regulated delivery schedules, inventory and quality of 20 critical engine and transmission parts.
* Developed decision support systems in Excel and Access to identify trends, track survey stages and capacity issues of suppliers achieving 10% improvement.
* Suggested capacity sharing for conflicting parts using excel models to ensure timely delivery to different projects, reducing losses by 12%.
* Assisted in achieving production targets by providing analytical delivery reports to the assembly lines.
* Developed bar charts, pie charts, dash boards and cross tables in excel
* Created custom reports on ad-hoc basis bi-weekly and monthly.