

Varnika Yertha

Data Analyst

Hartford, CT - Email me on Indeed: indeed.com/r/Varnika-Yertha/1120acb24ac75359

Willing to relocate: Anywhere

Authorized to work in the US for any employer

WORK EXPERIENCE

Data Analyst

Hyderabad, ANDHRA PRADESH, IN - September 2015 to November 2016

Analyzed advertising campaigns for top clients (budget > \$1 million) as a part of the GSS Marketing Intelligence team at Facebook.

- * Coordinated with multiple stakeholders from sales, marketing science and engineering to set up an internal process, an alternative to Nielsen representing revenue of \$150,000 per week.
- * Ideated and executed custom reporting solutions for A/B testing of marketing campaigns.
- * Mentored a team of analysts (30+) and ensured consistent, high quality reporting.

Trainee Decision Scientist

Mu Sigma Business Solutions - Bangalore, Karnataka - July 2014 to May 2015

Performed customer behavior analysis for the client (world's biggest retailer) after identifying growth opportunities using macro patterns.

- * Defined a framework that bracketed customers by loyalty and value that was adapted and used to drive marketing strategy.
- * Derived insights incorporating geographical, merchandise and demographic data based on the above framework.

EDUCATION

Master's in Business Analytics and Project Management

University of Connecticut, School of Business - Hartford, CT

January 2017 to May 2018

Bachelor of Engineering in Electronics and Communications

Manipal University

June 2010 to June 2014

SKILLS

R (2 years), Hadoop (2 years), Hive (2 years), MS Excel (3 years), MS PowerPoint (4 years), Python (1 year), SAS (2 years)

LINKS

<http://www.linkedin.com/in/varnika-yertha>