

VAIBHAV RAUT

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PROFESSIONAL SUMMARY

- Experienced Analytics Professional with more than 7 years of experience in Finance and Telecom domain
- Expertise in SAS, SQL, Adobe Analytics, Tableau, Google Analytics, Tag Management Solutions, JavaScript, UNIX
- Specialized and adept in Data Analysis, Digital Analytics, Data Visualization, Data Management

TECHNICAL SKILLS:

SAS, SQL, Tableau, Adobe Analytics, Google Analytics, Clickstream Data, Big Data Solutions, Tag Management, HTML, CSS, JavaScript

EDUCATION

M.S., Information Technology & Management, The University of Texas at Dallas

May 2017

B.E., Computer Science and Engineering, Amravati University

May 2010

PROFESSIONAL EXPERIENCE

Discover Financial Services, Chicago, USA

Digital Analytics Lead

Jul 2017 – Present

- Generate periodical and ad hoc reports and deep dive analyses for C-level management team on key business metrics
- Lead a team of 2 analysts on various Marketing, Operations and Analytical projects to deliver recommendations and insights
- Develop and automate SAS and SQL code to report key metrics to gauge and improve Digital Customer Experience
- Lead Web Targeting and Marketing campaigns' measurements, web and mobile properties' tagging and tracking initiatives
- Add context to data through advanced visualizations, storytelling dashboards on newly launched Digital features in Tableau
- Mentor Marketing team members on efficient use of data visualization in Tableau, to tell a story through data
- Manage and explain requirements to the team of Web Developers for the tagging of existing and new features on the Bank's Digital platform to aid analytics
- Analyze data across iOS/Android/Windows platforms, ensuring Analytics tracking is spot on during all the Bank's Digital activities
- Work on ad hoc requests from marketing teams to report metrics, insights to gauge the performance of marketing campaigns
- Write SQL/Hive queries in Aster/Hadoop to analyze clickstream data to draw insights and improve marketing campaigns
- Create dashboards in Tableau on bank customer's data to report higher management to corroborate business decisions

UrCompd LLC, USA

Digital Analytics Expert

Jun 2016 – May 2017

- Developed interactive dashboards and custom reports in Google Analytics for better visualization of the website traffic
- Created tags, triggers and variables in Google Tag Manager to track various events like mouse click, hover etc
- Created custom dimensions in Google Analytics to gain better insights into the visitor behavior on the website
- Developed complex SQL queries, wrote stored procedures in PL/SQL to automate the data extraction process
- Developed interactive dashboards in newly launched Google Data Studio to monitor and forecast product key metrics
- Worked on A/B and multivariate testing in Optimizely to understand the performance of different web pages
- Created and maintain campaigns, Ad Groups and ads in Google AdWords to increase the traffic to the website
- Created visualizations on the SQL queries using Tableau to gauge and forecast the growth of the various KPIs

Amdocs, India

Analytics and Insights Lead

Feb 2015 - May 2015

- Developed and automated Tableau dashboards for key stakeholders across the organization compiling data from multiple sources including Adobe Analytics, offline channels, CRM data improve the Digital Customer Experience
- Designed interactive dashboards on user journey metrics of the customers to understand and improve product performance
- Developed stored procedures, functions and complex SQL queries in Oracle to automate product development processes
- Performed data manipulation and analysis on customers' data using SAS EG and designed Integrated Reporting Dashboards

Atos, India

Analytics Lead

Sep 2010 - Feb 2015

- Developed database queries, stored procedures and functions in Oracle to optimize the product development process
- Designed dashboards and visualizations in Tableau and Excel to analyze and forecast the users' weekly and monthly data
- Lead a team of 5 Junior Analysts to bring them to speed by delivering weekly seminars on ongoing projects
- Worked with cross functional teams to recognize glitches in the current processes and provided proposals to eliminate them
- Developed PLSQL procedures to automate the Rate Plan Tableau dashboard to save about 90% time from Excel reporting