**SUDHEER**

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**SUMMARY:**

* Experience in building enterprise data mining, advanced analytics solutions
* Experience in Data Insights and Data analytics
* Experience in online and offline data insights generation using SQL, PL/SQL and web services.
* Hands on experience working on Tableau (Desktop, Server, Reader), creating advanced insights using different functionalities.
* Strong experience in ad-hoc and recurrent dashboard automations using MS Excel, Pivots and VBA Programs
* Strong experience in custom work space generation and reports builder
* Strong experience generating and presenting KPIs and BI reporting dashboards for senior management, mid-level strategists and tactical teams
* Strong experience in online visitor intelligence / behavior, SEO/SEM analytics, campaign management, targeting, categorization/taxonomy
* Experience in analysis of paid search keyword ROI and landing page performance
* Experience in all stages of the application development lifecycle Including Strategy, Requirements, Design, Development, Testing and Implementation
* Experience in top line metrics, geo/demo analysis, client-side technologies, path analysis, scenario analysis, funnel conversions/abandonments and segmentation analysis
* Strong experience in campaign management, marketing dashboard
* Experience in audience profile analysis that includes the demographics, geographies and interest category segmentations.
* Experience in building top viewers and top clicker profiles on corporate web sites and campaigns.
* Experience in measuring lift in display campaigns using search campaigns and keyword lists.
* Experience in tracking of various display campaigns, exit links, vanity URLs, SEM
* Experience in organic and paid search management
* Experience in analyzing data from the enterprise data / marketing warehouse using analytics tools
* Strong time-management and planning skills, with the ability to manage multiple projects working within a cross functional team environment.
* Experience in agile methodologies like SCRUM

**TECHNICAL SKILLS:**

**Web Analytic Tools:** Adobe Analytics (Site Catalyst/Omniture), IBM Digital Analytics (Coremetrics), Webtrends and Google Analytics

**BI Tools:** Tableau desktop / Tableau Server, Qlikview, Business Objects

**Big Data Tools:** Hadoop, Hue, Hive, Kafka, & Presto

**Database Systems/Tools**: SQL Server, Oracle, Microsoft Access, TOAD

**Programming Languages:**SQL, PHP

**Agile Methodologies**: SCRUM

**Project Management:** Microsoft Project, PowerPoint, Excel

**Scripting Tools:** VB Script, Java Script

**Web Designing:** HTML5, JAVASCRIPT

**Web/Messaging Servers:** IIS, Apache, Tomcat

**Operating Systems:** Windows, UNIX, Linux

**WORK EXPERIENCE:**

**Cisco Systems, Inc.  CA July 2019 to Present**

**Programing Engineer- IT & Tableau Developer**

Cisco Systems, Inc. is a multinational technology conglomerate headquartered in San Jose, California. Cisco develops, manufactures and sells networking hardware, telecommunications equipment and other high-technology services and products. Through its numerous acquired subsidiaries, such as OpenDNS, WebEx, Jabber and Jasper, Cisco specializes into specific tech markets, such as Internet of Things (IoT), domain security and energy management.

**Roles & Responsibilities:**

* Responsible for Cisco’s telemetry data for hardware & SaS products (DNA, WebEx, NGFW) from avro file to TDS to Hadoop.
* Applied text mining in Python to extract news topics and gained insights from unstructured telemetry data.
* Reported product’s threaded and unthreaded data telemetry by running data models.
* Performed Statistical Modeling on structured & unstructured telemetry data.
* Performed, Data mining, data profiling, data cleansing, data validation to maintain Data quality.
* Involved in dimensional modeling of the data warehouse to design the business process.
* Design and build data processing pipelines using tools and frameworks in the Hadoop ecosystem
* Design and build ETL pipelines to automate ingestion of structured and unstructured data
* Design and Build pipelines to facilitate data analysis
* Implement and configure big data technologies as well as tune processes for performance at scale
* Responsible for creating Hive tables, dynamic partitions, buckets for sampling and working on HiveSQL.
* Data visualization - Design Tableau dashboards to support business requirements
* Support Customer Analytics - understand customer business needs and help define requirements for reporting solutions and design appropriate data solution
* Data analysis - Perform detailed data analysis, understand data structure and content, write SQL queries
* Develop Tableau workbooks identified by customers
* Develop new Tableau visuals for the business and modify past developed visuals
* Implemented test scripts to support Test Driven Development and continuous integration.
* Involved in Story-Driven Agile development methodology and actively participate in daily scrum meetings.
* Involved in Software development lifecycle - Scope, Design, Implement, Deploy andTest.
* Responsible for reviewing design and all project related deliverables to ensure adherence to Business requirements
* Developed the solution as per the change requests from client and fixed production issues.
* Involved in building database Model, APIs and Views utilizing Python, in order to build an interactive web based solution.
* Used GIT version control tool to coordinate team-development.

**Paypal, CA Sep’2017 to June’2019**

**Data Analyst**

Paypal is an online/mobile payment service. It allows users to transfer money between one another using a mobile phone app or web interface. We handle ~20 billion dollars in transactions annually. The unique aspect behind Venmo is the social interaction; it was created so friends could quickly split bills whether that is for movies, dinner, rent, tickets, or anything. When a user makes a transaction, the transaction details are shared on the user's "news feed" and to the user's network of friends.

**Roles & Responsibilities:**

* Defined actionable key performance indicators (KPI) to support business goals
* Involved in reports generation for **path, funnel and cohort analysis**
* Developed various Complex **SQL Queries**, Views for Generating Reports
* Designed and developed **Insights and visualization** solutions using **Tableau**
* Conducted user training sessions for **creating self-service analytics**
* Co-ordinated with **offshore** development teams
* Gathered the **functional and business requirements** by conducting JAD sessions and participatory Design Sessions involving major leads from the Technical Department.
* Identified and developed **Use Cases** from the **business and systems requirements**. Documented high level and detailed Use Cases to include all the functionalities of the new system
* Involved in integrated adjacencies analytics for **Risk optimization, cross-sell and up-sell**
* Responsible for **revelation**, **engagement and churn analysis**
* Responsible for operational analytics and **tracking quality score (TQS)**
* Responsible for **inbound and outbound campaign analysis**
* Responsible for building **automated insights and alerts**
* Defined actionable key performance indicators (KPI) to support business goals
* Involved in reports generation for **path, funnel and cohort analysis**
* Developed various Complex **SQL Queries**, Views for Generating Reports
* Developed **python scripts** for **data cleanup and automations**

**6 Sense, CA Sep’2015 to Aug’2017**

**Sr. Analyst**

6 Sense moves marketing and sales teams forward by providing a shared set of customer data & insights that accelerates company revenue. Our predictive marketing and sales solutions helps companies accelerate revenue growth by providing full knowledge of their end customers. We help customers demonstrate proven value of marketing and sales campaigns, by increasing efficiencies across the revenue funnel. We provide the ultimate in customer value through greater expertise, experience and data precision, coupled with the most comprehensive revenue acceleration solutions. Customers includes companies of all sizes and from nearly every industry.

**Roles & Responsibilities:**

* Involved in various stages of data preparation for **model training** and **inferencing**
* Developed **python scripts** to **cleanse** and **automate the data retrieval** process
* Used machine learning methods like **Logistic Regression**, Decision Tree w/ **Random Forest**, **SVM, k-NN**, to train data and build **classification models**
* Involved in model optimizations using **ensemble methods** and fine-tuning **model parameters**
* Created Segments, custom **metrics and dimensions** for advanced analytics
* Involved in unstructured data analytics using **Hadoop and Presto**
* Developed **SQL queries** to get data from Database
* Designed and developed **Insights and visualization** solutions using **Tableau**
* Conducted user training sessions for **creating self-service analytics**
* Co-ordinated with **offshore** development teams
* Involved in **system monitoring** and **operational analytics** support
* Identified major reporting process refinement opportunities by reducing analytics preparation time by **30% via automations**, consolidation, and **improved data gathering** methods

**Oracle, CA April’2013 to Sep’2015**

**Programmer Analyst**

Sun Microsystems, specialized in developing computers, software and information technology services. They created the Java programming language, Solaris operating system. Sun contributed significantly to the evolution of several key computing technologies, among them are Unix, processors, thin client computing, virtualized computing and open source RDMS MySQL

**Roles & Responsibilities:**

* Built enterprise data platforms that can work seamlessly with **web and CRM data systems**
* Responsible for designing **service oriented architecture**(**SOA**)as per the **PRD** and **functional** specifications
* Developed **report creation framework**(**RCF**) with all the **business rules** and **metadata**
* Built data insights platforms and **applications interfaces (API’s)**using **open source** and 3rd party software
* Build applications that enables users to **acquire, integrate, aggregate and analyze** data from multiple, **disparate data sources** across the company
* Involved in **analytics dashboards** and trend graphs generation using **visual charting** solutions like **Chart FX, Dundas** etc.
* Involved in **system monitoring** and **operational analytics** support
* Identified major reporting process refinement opportunities by reducing analytics preparation time by **30% via automations**, consolidation, and **improved data gathering** methods
* Responsible for analyzing **multi-channel and multi-product systems** to identify **business growth** opportunities, and **optimize ad spend**, **site content and conversion**

**Quantbyte, CA Nov’2012 to April’2013**

**Intern-Data Analyst**

Managed analytics solutions delivery for multiple accounts and worked with clients that included Polycom, Autodesk and Intel.

**Roles & Responsibilities:**

* Worked with Demand Gen and interactive marketing teams to build descriptive and actionable insights
* Involved in customer, partner marketing data analysis using VS (Omniture Discover on Premise)
* Gathered business, system, and functional requirements by conducting detailed interviews with business users, stakeholders, and Subject Matter Experts (SME's). Defined the scope of the project, financial projections and Cost/benefit analysis.
* Developed Use Cases for new product functionality after conducting requirements elaboration sessions with client teams
* Implemented engagement score driven content personalization & optimization
* Designed data-driven B2B demand gen solutions to improve ROI on media spend
* Developed AQL analytics to predict sales using time series intent interaction data
* Worked with the Adobe Analytics Suite to build reports and insights
* Generated complete digital insights reporting using online and offline data sources
* Built segmentation analytics solutions for various markets like NA, APAC, EMEA, LATAM
* Responsible to increase user engagement, conversion and enable data driven product development
* Responsible for building high-quality analytics deliverables to create a seamless omni-channel experience for consumers.