Data Analyst
San Francisco Bay Area, CA
Authorized to work in United States for any employer
Work Experience
Data Analyst
Zillow
April 2018 to Present

Senior Analyst - Retail Analytics
Expedia, Inc - Bellevue, WA
June 2017 to March 2018
• Designed a multivariate customer segmentation model based on clustering to create targeted
marketing campaigns which reduced customer attrition rate by 6%
• Identified efficient marketing channel to reach key audience using customer spend and
conversion data to improve
profit uplift and retention rate using lookalike model methodology
• Executed quantitative analysis by deep diving into conversion, efficiency and marketing cost using
A/B testing to derive profitability and assess cross cannibalization leading to data driven product
release
• Provided insights on customer lifecycle by performing in depth analysis on each stage including
purchase, retention,
expiration, repeat order and redemption rate
• Coordinated with multiple stakeholders to create dashboards and calculate new metrics for
performance tracking which increased reward effectiveness by 8%
• Investigated anomalies in product implementation by assembling and transforming data from
disparate sources

Data Scientist Intern - Marketing & Customer Analytics
Southwest Airlines - Dallas, TX
January 2017 to May 2017
Isolated the causal relationship between customer loyalty and incremental revenue using a
propensity score
matching regression model to find genetic search matches between members and customers in R
and Alteryx
• Optimized logistic model to identify key drivers of customer conversion into loyalty member using
behavioral
trends, purchasing transactions and personas
• Designed model for customer base analysis to generate sales forecast and predict future
purchasing by implementing distribution model using R
• Redesigned customer segmentation model and identified high potential consumer base using
clustering techniques
• Built a time series regression model to correlate customer insights index with net promoter score
and prepared
dashboard for marketing performance metrics in Tableau

Life Data Analytics and Metrics Intern
American Family Insurance - Madison, WI
May 2016 to August 2016
Automated processes to deliver four daily and monthly reports for sales team using SAS, stored
SQL procedures and
VBA which reduced man-hours up to 168 hours annually
• Liaised with multiple teams to create daily sales dataset and adhoc reports to measure operational
performance
metrics using point in time data from 5 disparate sources

• Formulated key performance indicators for business partners using SAS and SQL after gathering and extracting data from disparate sources (ODS), cubes and spreadsheets

Engineer
Schneider Electric - Delhi, Delhi
July 2013 to May 2015
Business Analyst and Operations Associate)
• Developed predictive models using sales dataset using SAS, for monitoring market trends to provide
recommendations on cash-flow for 7 products
• Predicted cost of poor quality metrics and prepared visualization reports for analyzing sales value, resource
utilization and inventory management which increased revenue up to 8%
• Mentored 6 team members on data analysis, Lean Six Sigma and product lifecycle management leading to smooth
transition and increased client engagement
• Eliminated frauds in over 1000 product service transactions across 6 data warehouses through root cause analysis of customer dataset

Education
Master of Science in Information Technology and Management
The University of Texas at Dallas Dallas, TX
May 2017
Bachelor of Technology in Electronics and Communication Engineering
Guru Gobind Singh Indraprastha University Delhi, Delhi
May 2013
Skills
Omniture (Less than 1 year), Forecasting (Less than 1 year)
Links
https://www.linkedin.com/in/shouryamalik