TANYA NADKARNI

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Summary

Driven and technically strong Analytics professional with 3 years' experience in statistical modeling and data-driven solutions within the marketing domain. Proven capability in a managerial role while still quite hands-on when working with data. Been defined as a "go to person" for unique and complex projects.

Skills

- Programming: Python, R, SAS, D3
- Database: MySQL, SQLite3
- Tools: Power BI, Excel, PowerPoint
- Other: Project Management

Experience

10/2019 - Current
Nielsen
Chicago, IL

Manager, Marketing Effectiveness
- Led a team of 4 analysts through Market Mix Modeling and ROI analysis to quantitatively estimate effectiveness of various marketing tactics on Asia-Pacific markets for a global brand
- Presented data driven business decisions and provided actionable insights and recommendations to client consulting teams
- Developed Python and SAS based processes to increase efficiency in data processing

08/2017 - 10/2019
Nielsen
Chicago, IL

Senior Analyst, Marketing Effectiveness
- Performed end to end MMM - understanding client business questions, identifying relevant data sources, data cleaning, processing and validation, development of multivariate regression models, insight creation, optimization studies - for clients spanning multiple verticals
- Developed and modified existing SAS/R/Python programs as well as identified creative solutions to answer business questions for highly custom MMM projects
- Developed a SAS-based process implementing Logistic Regression to identify impact of Penetration drivers using panel data

05/2017 - 08/2017
SolidQ
Alpharetta, GA

Analytics Intern
- Using Power BI and R to create demonstration dashboards for SolidQ featuring basic analytical components - data pull from API, decision trees, forecasting and sentiment analysis

01/2016 - 06/2016
Hewlett Packard Enterprise
Bangalore, India

Software Engineering Intern
- Automated testing of Interconnect Link Topology for HPE's converged infrastructure management tool using a Python based framework

Education and Training

08/2017
Atlanta, GA

Master of Science in Analytics
Georgia Institute of Technology

05/2016
Karnataka, India

Bachelor of Technology in Electronics And Communication Engineering
Manipal Institute of Technology

Relevant Coursework

Regression analysis, data and visual analytics, machine learning, principles of management, probability and statistics, time series analysis, AB Testing, analytical tools and methods

Projects

Handwritten digit grouping
Clustering of handwritten digits data using the Expectation Maximization Algorithm for Principle Components Gaussian Mixture Model with 70% Accuracy. Built using R

Default Risk Prediction
Training logistic regression models (AUC>0.75) to assess default risk based on data from P2P lending website. Predicting lender risk through visually appealing interactive application built using R Shiny