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2024

Peer Review



Alosh Bennett • Software Engineer

Shared with Vikash • Submitted 2025-01-07

What are 1-2 things Vikash is doing well? Consider their impact and how they collaborated with you. Use bullets and share specific examples and suggestions.

Skills: Improving Systems, Job-Specific Skills

It was great collaborating with Vikash on launching WCA for MM.

Navigating complexity, achieving outcome - WCA was the first major Targeting feature that was launched for MM and hence the team had to cover a lot of pxfn complexity and product ambiguity as part of WCA launch. Vikash's deep understanding of the data usage guidelines helped in landing the WCA solution with pxfn.

Maintaining a high bar - During WCA alpha testing, it was found that the advertiser was observing high NFRs (negative feedback rates). Vikash conducted deepdives with the team to make sue the rootcause for the NFR was identified (it was not related to WCA). The deepdive and testing rigour gave the team confidence to go ahead with the WCA launch.

What are 1-2 things Vikash could be doing better? Consider their work and impact, and how they collaborated with you. Use bullets and share specific examples and suggestions.

Driving organizational clarity - the team setup for WCA/DFCA was unclear for a while and it was unsure which team would be executing on the features. While this was resolved before it impacted any delivery timelines, it would have been better to have the org clarity from the start.