Yashaswini (Yash) Kotresh

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EXPERIENCE

Walmart Labs, Sunnyvale, CA   **May'14 - Present**
Software Engineer
- Developing and scaling an algorithm on making items discoverable on Walmart.com
- Built an end-to-end product feature importance recommendation system based on historical performance
- Worked on enhancing search query interpretation algorithm for better product type and attributes matching
- Generating insights from users' search and browse behavior on Walmart.com website using big data tools

Adchemy (Acquired by Walmart Labs), Foster City, CA   **Jan'14 – Apr'14**
Senior Data Analyst, Research team
- Responsible for generating statistical models paid-search funnel parameters used by Adchemy's bid management solution
- Currently focused on automatically detecting performance abnormalities in paid-search campaigns.

AOL Inc., New York, NY   **Jun'13- Aug'13**
Operations Analyst Intern (Grad Intern)
- Utilized a suite of web analytical tools such as Adobe Site Catalyst, Google Analytics and Flurry Analytics on Keyword search optimization to drive more organic traffic
- Created a tool which automatically parses data from API and reports daily/weekly launches of games and user experience

Hewlett Packard, **India**   **Apr '11-July'12**
Analyst (Pricing Analytics)
- Engaged with partners in developing a tool, which identified multiple price offerings for same product. This project led to a top line savings of $4 million every year
- Worked on a Customer segmentation model for better price offerings to customers

Mu Sigma Inc., India   **Sep '09-Apr '11**
Senior Analyst
- Developed logistic regression model in SAS to predict customer purchase (CRM data) behavior of software/hardware products. This enabled the client to create customer specific marketing campaigns!
- Developed linear regression model using SAS to determine the drivers of increasing "duration of customer calls" for Apple inc.

EDUCATION

Columbia University, New York, NY   **Aug '12-Dec '13**
Master of Science, Operations Research
National Institute of Technology, India   **Jun'05- May '09**
Bachelor of Technology, Electronics Engineering

EXTRA PROJECTS
- Developed learning algorithm to give the probability that a Stackoverflow question will be closed or not (problem taken from Kaggle competition). Learning models used: Logistic/Decision Tree/Random Forest
- Implemented Map Reduce algorithm to find asymmetric friendships in a social network site
- Computing for Data analysis: Used **R** to create functions, perform statistical analysis, creating plots for visualization!

SKILL SET
Data processing/extraction: Bash, SQL (MySQL, PostgreSQL, Teradata), Mongo DB, Big data (Hadoop, hive, pig, spark)
Development: Python, R, VBA, SAS, EXCEL