YESWANTH CHINTA
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Marketing Science Consultant (5+ yrs) with expertise in MMM, MTA, and experimentation; proficient in SQL/Python for advanced analytics. Collaborated with cross-functional teams to translate data into strategic, executive-ready insights on ROI, growth, and funnel optimization.

Experience

IPSOS MMA, New York, NY
Marketing Science Consultant *(Statistics, Python, Advanced SQL and Excel)* **Jul 2023 – Present**
- Increased planning accuracy by 20% by designing and executing A/B, brand lift, and holdout tests across Meta, Snap, Search, and Retail Media, directly influencing media allocation decisions.
- Drove $120M in incremental profit and revenue impact by building MMMs at store, product, and sales channel levels; applied mROI curves, pricing/promotion analytics, and simulations to optimize multimillion-dollar budgets.
- Partnered with senior marketing leaders and media agencies to translate customer, platform, and audience segmentation insights into actionable budget reallocations and go-to-market strategies.
- Influenced $500M+ in advertiser spend by delivering quarterly measurement readouts (MMM, incrementality, attribution) to C-suite stakeholders, translating analytics into strategic recommendations.
- Reduced reporting time by 30% through automation of recurring MMM workflows in Python and SQL, scaling insights delivery across multiple client teams.
- Applied cross-channel measurement frameworks across subscription, retail, and home improvement clients, tailoring measurement solutions to diverse market dynamics and demonstrating versatility in driving ROI and growth.
- Served as a strategic measurement partner to Fortune 500 advertisers and media agencies, delivering actionable insights and ensuring 98% on-time delivery across US and India teams.

CARLSON ANALYTICS LAB, Minneapolis, MN
Analytics Student Consultant *(Pandas, Scikit-learn, R, Statistics, Tableau)* **Jun 2022 – May 2023**
Effectiveness of earned media for Second Harvest Heartland
- Drove a 53% increase in donations ($14M) by applying an MTA model with correlation analysis and exponential smoothing to 2 years of donor and media data, reallocating spend to high-reach earned media channels.
Search optimization for a Leading Electronic Components Distributor
- Increased add-to-cart rates by 12% across 900+ categories by mining 140M+ search queries and optimizing filter placement, reducing cognitive load by 60% and navigation time by 11%.
- Led A/B testing and built Tableau dashboards to track KPIs, delivering UX enhancements that boosted conversion and improved category-level customer engagement.

ZS ASSOCIATES, Pune, India
Decision Analytics Associate *(Python, Excel, VBA, R, Statistics, Tableau)* **Oct 2020 - May 2022**
- Boosted market share 4% in an $80M product line by building MMMs integrating promo, pricing, and audience data, and partnering with brand managers to translate outputs into actionable strategies.
- Increased sales 8% for a $3B company by applying unsupervised learning to identify and prioritize physician segments, enabling targeted sales efforts and measurable revenue lift.

UNITEDLEX, Bengaluru, India
Data Analytics Associate *(SAS, R, Excel)* **Jul 2019 - Sep 2020**
- Reduced stakeholder turnaround time 30% by automating internal patent database search workflows.

Capstone Projects *(Pandas, Scikit-learn, R, Statistics, Tableau)*
- Segmented 3.5M+ airline customers with unsupervised learning to identify travel patterns and increase loyalty impact.
- Forecasted daily sales for 45 Walmart stores using LightGBM on 5 years of data, reducing prediction error to 5.3%.

EDUCATION

University of Minnesota - Carlson School of Management, Minneapolis, MN
Master of Science in Business Analytics **May 2023**

National Institute of Technology, Trichy, India
Bachelor of Engineering in Metallurgical and Materials Engineering, Minor in Finance **May 2019**

TECHNICAL SKILLS
- **Languages & Tools**: Python, SQL, R, SAS, Excel, Tableau, Power BI, Pandas, Git, AWS (S3, EC2)
- **Techniques & Methods**: MMM (Marketing Mix Modeling), MTA (Multi-Touch Attribution), Incrementality Testing, Lift Studies, Causal Inference, A/B & Holdout Testing, Predictive Modeling, Time Series Forecasting, Data Wrangling, Dashboarding & Visualization, Executive Storytelling