

# Priya Nair

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## Professional Summary

AI Specialist / Data Analyst with 4+ years delivering experimentation readouts, SQL pipelines, and Python analyses for ecommerce and marketing performance. Strong in metric definition, A/B testing, and rigorous interpretation (bias, confounding, multiple testing). Comfortable building lightweight ML prototypes and communicating results to non-technical stakeholders.

## Core Skills

- SQL: complex joins, windows, aggregations; correctness checks and performance awareness
- Python: pandas, notebooks, reproducible analysis; matplotlib; basic scikit-learn
- Experimentation: A/B design, power/sensitivity, guardrails, interpretation, pitfalls
- Ads/commerce metrics: CTR, CVR, ROAS, conversion funnel, incrementality concepts

## Work Experience

### Senior Data Analyst - Marketplace Growth Analytics (Remote (EMEA)) 2023-2026

- Owned weekly and quarterly performance readouts for paid media and onsite placements; partnered with product and marketing stakeholders
- Built SQL pipelines for campaign and keyword performance with standardized metric definitions and QA checks
- Designed and analyzed A/B tests (primary metrics + guardrails); produced clear decision memos and recommended rollouts
- Developed anomaly detection for spend and CTR shifts; reduced time-to-diagnosis by standardizing alerts and drill-downs

### Data Analyst - Retail Ecommerce Platform (Lisbon, PT) 2021-2023

- Created dashboards and self-serve query templates for channel performance and funnel drop-offs
- Built a propensity model prototype (baseline) for repeat purchase; documented features, leakage checks, and evaluation approach
- Improved data reliability by adding validation queries and reconciling source-of-truth tables

## Selected Projects

- Attribution sanity-check notebook: compared multiple attribution views and highlighted where assumptions change outcomes
- Experiment playbook: reusable checklist for hypothesis, metric selection, power, and interpretation

## Education

- BSc, Statistics / Data Science - 2021