Vidyarath Kate

Bachelors Of Science - Chemistry
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vidharth_kate on HackerRank, GitHub, Kaggle

Work Experience

- **Senior Product Operation Analyst** - **Media.net**   *(Oct '17 – Present)*
  Mumbai - India
  ○ Partner with Product operations and Management teams and help shape business objectives by defining business insights and creating a data visualization dashboards on **Tableau** for the same.
  ○ Led project teams, internal and external, to achieve project defined milestones and deliverables.
  ○ Be the first line of contact for the business and sales team for any data request/technical issues/questions.
  ○ Analyzed data from the day to day business plans and actual statistics to identify profitable revenue growth opportunities/insights for **Content Monetization** business unit by creating custom reports.
  ○ Provided monthly, quarterly and other ad hoc performance reports with strategic recommendations using **ROI analysis**.
  ○ Integrated multiple data sources to create dashboards, visual event flows to generate valuable data-driven insights from analysis, created effective reporting results using tools like **Tableau, Druid Analytics, and BigQuery**.
  ○ Developed and optimized various business reports to help Business Development teams to make an effective decision on buying and selling of performing keywords.
  ○ Acted as a liaison between several levels of the organization with business process evaluations and improvements.
  ○ Technologies used,**MySQL MS SQL**, **Druid Analytics**, Apache **Hive.**

- **Research Analyst** - **DirectI (Media.net)**   *(Oct '15 – Oct '17)*
  Mumbai, India
  ○ Conducted A/B, multivariate tests & studied user behavior using druid analytics to increase conversions on served keywords on various publisher domain.
  ○ Created performance reports of multiple behavioural channels for different Business Unit such as Search Engine Monetization (SEM)
  ○ Understood digital media industry trends, and developed in-depth, vertical-based insights that contributed to higher profit margins by over **20 per cent**.
  ○ Work on customers portfolio to optimise ad performance by plotting acquisition, behaviour and conversion tunnel.
  ○ Optimise served keyword terms to higher the conversion rate by 30-40 per cent.

Projects

- **Header Bidder** - **Media.net**
  Druid Analytics, SQL, Tableau
  ○ Analyze the data by using druid analytics for better **Bidding performance** and Created a tableau report on a base of bidding data.
  ○ Understand the **bid-test** field to determine the best bid for the provided ad slot.
  ○ Worked on **bidder's data** to *optimise the revenue and lower the bid cost*.

- **Google Analytics Data Cleaning & Visualization**   **Github Link**
  BigQuery Library, Pandas, Matplotlib, Seaborn
  ○ Reading the data from the **Google BigQuery** public dataset by using **BigQuery library**.
  ○ Defining python function to un-nest nested array lists within pandas Data-Frame.
  ○ Identified correlation between columns by plotting data using Seaborn and Matplotlib and answered some of the key business queries.

Skills and Interests

Tools	Tableau, Google Analytics, Power BI, Druid Analytics, Kibana, BigQuery
Database	Hive, Druid, MS SQL, MySQL
Languages	Python, Pandas, Matplotlib, Seaborn, NumPy, HTML, CSS