

ADVAIT RAMESH IYER

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OBJECTIVE

Data Science & Analytics Lead with 5 years' experience in Marketing & Sales Analytics across SaaS and Financial Services. Track record in optimizing GTM strategy, boosting Marketing ROI, and driving sales & marketing teams to exceed targets. Canadian Permanent Resident seeking to leverage expertise and leadership in Marketing & Sales Analytics to drive growth.

SKILLS

Languages SQL, Python, R, Spark

Database Snowflake, Hive, SAS, Hadoop, MySQL, PostgreSQL, SQL Server

BI Tools Tableau, Power BI, MS Excel, Google Analytics, Adobe Analytics, Alteryx, Salesforce

Statistics Regression Modeling, Time Series Analysis, Hypothesis Testing, A/B Testing, Statistical Game Theory

EXPERIENCE

Lead Data Analyst, Sprinklr, Bangalore, Karnataka, India Sep 2023 - Present

- **Secured \$21M in marketing spend budget** by redesigning attribution models in Snowflake SQL and equitably measuring campaign influence on company NARR (Net Annual Recurring Revenue)
- **Achieved 13% Sales productivity improvement** by building Power BI dashboards, enabling leadership to track Contact Rates, SLA Adherence, and Deal Conversion bottlenecks
- **Led 2 analysts** in scaling GTM analytics & automating commissions processing, reducing payout errors by 14%
- **Optimized headcount planning** by automating attrition & hiring simulations in Python reducing 50+ man hours

Senior Data Science Analyst, Discover Financial Services, Chicago, IL Dec 2021 - June 2023

- **Automated marketing data pipelines** integrating credit card sign-ups, digital and non-digital touchpoints in Snowflake, enabling scalable attribution modeling of ~800K+ yearly customer journeys
- **Validated near real contribution of Paid Search** within 12% error through incrementality tests across 15 cities, and comparing outcomes against Shapley & Markov Chain based approximations
- **Improved Return on Ad Spend by 3%** on \$92M brand & acquisition budget by implementing Bayesian Media Mix Models (MMM) in Python, and reallocating dollars to Direct Mail & Affiliate channels

Data Scientist, Big Analytix LLC, Atlanta, GA Jul 2021 - Sep 2021

- **Delivered Operational Intelligence Modules** for Utility Industry with Tableau & Power BI integration capabilities
- **Estimated 15% workforce efficiency enhancement** by building Google-OR based workforce territory design, minimizing service delays and maximizing talent utilization
- **Recovered \$2M+ in outstanding debt** by developing default-risk models in R, predicting high-risk customers and automating delinquency reporting to improve collection efficiency

Data Analyst, KForce Inc., Atlanta, GA Jan 2021 - Jul 2021

- **Increased auditor efficiency by 30%** by implementing workflow automation in Alteryx and configuring role-based access controls, reducing reliance on emails and manual escalations
- **Enhanced compliance and data security across 100+ audits** by configuring role-based access controls, and streamlining system permissions to ensure visibility restrictions and regulatory adherence

EDUCATION

Master of Science in Business Analytics, Syracuse University, New York Aug 2018 - May 2020

Coursework: Statistical Decision Making, Big Data Analytics, Data Mining, Data Visualization, Data Warehousing

Bachelor of Technology in Mechanical Engineering, MANIT Bhopal, India Jul 2013 - Apr 2017

Coursework: Database Management, Object-Oriented Programming, Lean Six Sigma, Supply Chain Management

PROJECTS

Human Resource Analytics for Employee Retention (R, dplyr, tidyverse, ggplot2, RShiny)

Predicted employee retention (70% accuracy) using ML classifiers (ensemble, SVM, GBM, and neural network), enabling HR teams to reduce attrition risk and forecast workforce planning. Reported model performance and insights in RShiny, analyzing biases across gender, diversity, and education to provide 5-year forecasts.

Amazon Products Recommender System (Jupyter Notebook, Python, NetworkX, SciPy, Gephi)

Identified 2 highly connected communities among 3M+ products using the Girvan Newman algorithm, analyzing features and reviews. Visualized communities with Gephi and generated product recommendations using eigenvector centrality.