**Pradeepa Chejarla** SrSales Data Insights analyst

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# Profile

Process oriented Sr Sales Data Insights Analyst working as a part of the Data Ops team which enables Sales and Operations usage of data to maximize revenue and performance for the audience and offline measurement campaigns. Effective in creating audiences (Predictive/Lookalike, Yahoo Premium, Custom, Contextual, and Composite), managing the Yahoo taxonomy, Monitor and reporting under-delivering campaigns, troubleshooting the 3P audiences, fixing the audience scoring issues, optimizing the campaign performance, and providing the segment usage reports by using the Looker (Magellan), Enigma BI tools in the **Online Advertisement area.**

# Professional Summary

* Over 10 plus years of experience in Digital Marketing (ad ops reporting/analysis and data ops) and 4 years of Reporting and Analytics experience in Retail and Insurance Industry.
* Good working knowledge in MS Excel, SQL, Looker (Magellan), Unix, DSP, SSP, and Apollo DMP.
* Having experience in creating audiences, troubleshooting audiences, fixing audience scoring issues and performing Deep dive, Trend and Variance analysis.
* Having experience in creating data visualizations and business dashboards based on analytical data from Looker (Magellan), Enigma BI tools.
* Experience in monitoring and reporting under delivery campaigns and providing recommendations to improve campaign performance.
* Good Working knowledge in DMP Apollo, Brightroll DSP, AUD and Swagger API tools.
* Proactively involved in automation of VDM Reporting which reduced the 50% of time to process the report.
* Volunteered a project for the product team to review all Yahoo Standard Audiences and to identify the problem areas which increased the scale and that helped to stop the loss of significant revenue, $100k.
* Experience in creating the product specification documents.
* Good Client/Stakeholders Interaction Skills and Negotiation Skills.
* Good analytical and Problem-solving skills.
* Excellent written and verbal communication skills.
* Undergoing training on digital marketing tools like Adobe Analytics, Google Analytics and BI tools like Power BI.

**Achievements:**

* Received many quarterly awards during tenure

**Work History**

# Sr Sales Data Insights Analyst

**Yahoo,** Bangalore 6/2018 - present

The Data Operations team is a part of Yahoo Global Data Solutions group. We enable Sales and Operations usage of data - Yahoo and third party - to maximize revenue and performance for audience and offline measurement campaigns.

We partner with key internal stakeholders to provide valuable insights and connect them with data to drive the business strategy and ultimately grow revenue. We set out to understand our audience, what they want and how we can shape our products to ensure we’re delivering the best user experience possible. Our dedication and curiosity for business and user insight allows us to influence decisions across the business. This role will aid the sales and product teams to drive revenue through audience targeting and measurement to maximize business and performance across our products.

* Developed interactive marketing dashboards for 1P and 3P audiences’ usage by using the data visualization tools like Magellan.
* Published dashboards by fetching the reports from CI tool for Endeavor/Hybrid CPG clients.
* Experience in variance reporting of first party stats vs third party stats and alerted on stats exceeding allowable limits.
* Provided seamless solutions to the queries/tickets raised by the account teams, sales teams and strategists in the data operations queue and thus unlocking potential revenue or saving the revenue.
* Collaborated with Account Leads to understand the custom requirements and processed the ISA BI weekly custom reports (with data visualizations and business dashboards) which is having a great revenue impact.
* Fixed audience scoring issues (by querying enigma and different databases) for Multiple 3P data providers.
* Proactively worked on Post campaign analysis reports by retrieving the stats from the database.
* Creating custom audiences for various campaigns that run on DSP/Gemini platforms and validating in Database (by querying).
* Interacting with sales team and product managers in case of any suggestions and clarifications.
* Creating Real time and POI Retargeting audiences based on users precise or near by location.
* Creating Composite audiences based on different set of audiences by using AND/OR Boolean logic.
* Fetching revenue metrics from database and yahoo tools and updating in trackers for Third party campaigns running on Brightroll and Gemini.
* Volunteered a project for the product team to review all Yahoo Standard Audiences and to identify the problem areas. As part of that, I investigated 150+ Yahoo Standard Parent Ingredients (QA’ed the rule definitions by querying Phoenix DB and comparing the updated and recorded entries using Excel formulae calculations) and adjusted those Parent Segments to ensure every Yahoo Standard parent segment included their child segments which increased the scale and that helped to stop the loss of significant revenue, $100k.
* Proactively reviewed all Yahoo Standard Audiences and Identified the audiences that were mistakenly set to private and updated those Private audiences (By Updating them through Swagger) to all advertisers on our platform.
* Trained/Guided team members on numerous processes (Yahoo custom audience creation, ISA reporting, and 3P audience troubleshooting).
* Extensively supported the 3P troubleshoot and data integration requests.

**Technologies used**: SQL,Excel

**Operational Process:** Data Ops

# Analyst

**DXC Technologies,** Bangalore

07/2011 - 06/2018

**Client stats reporting/BA Support and Data Ops:** Responsible for capturing campaign settings from database by running sql queries and reporting under delivery campaigns to Account Management. Worked on various report generation process as in DPR reports, Campaign analysis and Exposure reports. Provided recommendations to optimize the campaign performance

* Variance reporting of first party stats vs third party stats to Account and Delivery Management.
* Monitoring and reporting under delivery campaigns to Account Management.
* Involved in automation of VDM reporting which reduced the 50% of time to process the report.
* Alert on stats exceeding allowable limits.
* Creating Addressable audiences in One DMP and pushing into targeting Hadoop host.
* Reporting usage of audiences.
* Reporting conversion rate for CPA campaigns.
* Adjusting Frequency Cap for under delivery campaigns.

**Technologies used:** **MSSQL, Shell Scripting**

**Account Executive**

**Tesco Hindustan Service Centre Pvt. Ltd**  5/2010 - 07/2011

**Reporting and analysis of Ireland retail business:**

* Prepare and analyze Food and Non-Food categories sales reports across the stores, departments and communicate to Ireland commercial management.
* Perform variance (on forecasted versus actual sales reports across the stores, departments) and trend analysis

**Technologies used:** **Tera Data, MS Excel**

**MIS Associate**

# Medi Assist India Pvt. Ltd

# 08/2008 - 05/2010

**Reporting and Analysis of Mediclaims**

* Involved in reporting and analysis of Mediclaim’s processing. This includes information about different types of Mediclaim’s received from stakeholders for an insurer, claimed and approved amount, status of the Mediclaim’s on daily, weekly and monthly basis.
* Worked with internal and external stakeholders to gather the adhoc reporting analysis requirements and delivered reports and analysis to them.

**Technologies used:** **MS Sql server, MS Excel**

**Education**

Madanapalle Institute of Technology and science, JNTU University April’03 – May’07

# Bachelor of Technology, Bio Technology – 67%

**Personal Profile:**

* Data of birth: 15th April
* Father’s name: Yanadi Reddy.CH
* Husband’s name: Aswatha Reddy.S