

## MANOHAR

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### OBJECTIVE:

Professional experience of 3 years 8 months in the field of Data Science/Analytics profile, helping clients solve their business problems with analytical solutions by integrating Math, Business, Technology.

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### PROFILE SUMMARY:

- Skilled at Data collection, unstructured/structured datasets, Data transformation, Data analysis, modeling.
  - Good knowledge on Python, SQL, Statistics.
  - Extremely good problem-solving skills.
  - Proven ability to handle multiple projects.
  - Good at client interaction, liaising with cross functional teams and mentoring new hires.
  - Signed up for MOOCs and an active contributor to Open source communities.
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### TECHNICAL SKILLS:

<b>Programming:</b> Python - Anaconda <b>Libraries:</b> numpy, pandas, scikit-learn, matplotlib, seaborn	<b>Interests:</b> Data Science, Machine Learning, NLP
<b>Algorithms:</b> Supervised (Linear Regression, Decision Tree), UnSupervised (K-means)	<b>Database:</b> Vertica
<b>Portfolio:</b> <a href="https://smanohar3.github.io/">https://smanohar3.github.io/</a>	<b>Skills:</b> Statistics

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### PROFESSIONAL EXPERIENCE

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#### FACEBOOK HYD | DATA ANALYST – GSS INSIGHTS | FEB'16 TO JULY'17

**Project:** LIFT UI – Jan'17 to July'17

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- Helping advertising teams across the regions APAC, NA, EMEA, and LATAM with analytical solutions to drive impactful client conversations.
- With number of advertisers increasing on Facebook and Instagram platforms, the CSM's are facing a roadblock in requesting the Brand Lift studies.
- With my analysis and working with Product and Engineering teams, I succeeded in rolling out an interactive UI tool across all advertisers.

**Tools Used:** Python, Anaconda, Vertica (SQL), GIT

**Libraries Used:** Pandas, Matplotlib

**Quantifiable Results:** Successfully scaled **500+ CSM's** across all regions (earlier 200)

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**Project:** SINGLE / MULTICELL ANALYSIS – Jun'16 to Dec'16

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- Single cell and Multi cell analysis will help advertisers on how their ads are performing for each creative.
- Ad creative varies from advertiser to advertiser viz image, video, carousel ads.
- Involved in the preliminary research, data gathering, data processing, and data cleaning.
- Visualization and modeling the data, applying statistical techniques to infer the data trends.

**Tools Used:** Python, Anaconda, Vertica (SQL), GIT || **Algorithms:** Linear Regression, Clustering

**Libraries Used:** Scikit-learn, Pandas, Matplotlib, Seaborn

**Quantifiable Results:** Advertisers have reported **25% reach in audience** and **3X** in orders.

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**Project:** EXPORT INSIGHTS – Feb'16 to May'16

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- With my analysis, I helped them breakthrough on how to use polling methodology on Facebook Brand Lift, in asking right questions to the target audience.
- The measurement solutions gives a clear picture of the results that matter most. Brand lift works across Facebook and Instagram platforms.
- It accurately measures brand awareness, impact and ad recall – the metrics that ultimately help them reach their business objectives.

**Tools Used:** Python, Anaconda, Vertica (SQL), GIT || **Algorithms:** Linear Regression, DecisionTree

**Libraries Used:** Scikit-learn, Pandas, Matplotlib, Seaborn

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### **GOOGLE MAPS HYD | BUSINESS ANALYST – LDO | OCT'13 TO JAN'16**

**Project:** SPROUT LISTINGS – Jun'15 to Jan'16

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- Contributed to this project right from the pilot stage, till it is fully operational.
- Liaised with multiple team's i.e. internal, external, engineering teams to streamline the project.
- Brainstorming the ideas, generating the documents, presentations for the top management.
- Designed multiple reports and dashboards for the project.

**Tools Used:** Python, PyCharm, Dremel(SQL), Shell Scripts (Cron Jobs)

**Libraries Used:** numpy, pandas, matplotlib

**Quantifiable Results:** Project is operational and successfully running with ~ **50+ people**

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**Project:** OPS PRODUCTIVITY & QUALITY – Aug'14 to May'15

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- My role here primarily involved in managing reporting, analytics & planning for LDO team spanning over 700+ operators across Hyderabad, Dublin and Mountain View (US)
- Delivered Ad-hoc reports of operator's on a regular basis for different processes within LDO.
- Generated the business review decks (KPI's) of the business and presenting it to the stakeholders.
- Helped the Mountain View (US) teams in streamlining their reporting solutions.

**Tools Used:** Python, PyCharm, Dremel(SQL), PLX dashboards

**Libraries Used:** numpy, pandas, matplotlib

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**Project:** ATLAS – Oct'13 to July'14

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- My role here involves in reporting day to day activities of the team.
- Train the team on the new policies, generating power point slides for the training team.
- Prepare daily and weekly trackers showcasing the operator's throughput, quality metrics.
- Acted as backup team lead and monitored the team's daily activities.

**Tools Used:** Python, PyCharm, Dremel(SQL), PLX dashboards

**Libraries Used:** numpy, pandas, matplotlib

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**EDUCATION:** Bachelor of Engineering in E&C, PRRM Engineering College Hyderabad in the year 2011