SHANE POPAT

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## Qualification

Data Analytics, Actuarial & Data Science, Business Intelligence/Architecture, Enterprise Resource Planning, Risk-Analysis,

Analytics-In-The-Cloud, Data Management/Mining, Data Center Infrastructure Assessment

## Skills

**Marketing Analytics:** Google Analytics, AdWords, Adobe Analytics, DTM, Campaign, Target, Salesforce.com, StrongView, Act-On, Analytics Canvas, Constant Contact, IfbyPhone, Optimizely, Mixpanel, PPC, SEO/SEM, Google Tag Manager, Ensighten, Ghostery

**Statistical Analysis**: SAS: Enterprise Miner, Guide, BASE SAS 9.4, Viya, Grid Manager, R, Alteryx, Python, Gurobi

**Actuarial Exams:** SOA Exam P/CAS Exam 1, SOA Exam FM - (In Progress)

**Databases:** MS SQL Server, MySQL, DB2, SSIS, SSMS, ERwin Data Modeler, UNIX, MS Access

**Data Visualization:** Tableau, R-Shiny, ggplot, Excel, SAS Visual Analytics

**Machine Learning:** PCA, Clustering, Neural Networks, Linear/Logistic Regression, k-Means, Lasso/Ridge Regression, Time Series

**Business Analysis:** MS Visio, UML Modeling, SDLC, Sequence/Activity Diagramming, Business Architecture, JAD

**Financial Analysis:** VBA, Financial Statement Preparation/Reporting, P&L Analysis, Variance Analysis, Data Capitalization, OLAP

**Data Integration:** Segment.IO, GCP, Azure ML Studio

**Certifications:** Google Analytics, AdWords: Fundamentals and Search Advertising

## Experience

**Farmers Insurance Group Actuarial Data Scientist – Los Angeles, CA 06/2018-Present**

* Perform ad-hoc predictive modeling for industry-wide loss data, fraudulent activity, and other insurance applications, maintaining daily and monthly data feeds on claims activity in SAS.
* Design and develop data models using Erwin Data Modeler and apply best practices for optimum performance of the models.
* Function as the lead for BI-SDLC projects. Collaborate and work closely with Business analyst, System and Cloud data architects, ETL Integration specialists and Tableau dashboard development team.
* Fulfill all standard SAS Administration type duties such as creating users, groups, defining libraries, databases (DB2/Oracle/SQL Server/others), creating security scheme, implement security profiles, configure SAS tools, apply hot-fixes issued by SAS as appropriate, and monitor security access to the platform.
* SAS - generate regression models to provide statistical forecasting and applied Clustering Algorithms such as K-Means to categorize customers into certain groups.
* Extract data to create Value Added Datasets using Python, R, SAS, Azure and SQL to analyze the behavior to target a specific set of customers to obtain hidden insights within the data to effectively implement the project objectives.

**SAFEWAY Advanced Analytics Consultant – Pleasanton, CA 03/2017-05/2018**

* Drive the integration of Adobe Analytics and site-tagging with the Ensighten/DTM enterprise tag management solution.
* Optimize the reliability, accuracy, and flexibility of the information delivered by the Adobe/Omniture Site Catalyst web analytics solution in support of the Safeway Internet, eCommerce, and customer-facing web and mobile digital solutions.
* Leverage predictive models to address key growth challenges: predictive lifetime value modeling, response modeling, and web traffic forecast for both customer and prospect segments.
* Data Wrangling: determine the optimal way to ingest the data into the company's available technology platforms, building a data pipeline for ongoing data extraction.
* Optimizing Tableau dashboards with a focus on usability, performance, flexibility, testability, and standardization: utilizing complex calculated fields, table calculations, filters, parameters.
* Data mine large datasets in Oracle SQL databases to be used with automated processes to identify revenue opportunities. Work autonomously with Marketing, Finance, and IT to interpret business requirements to SQL code in order to anticipate, investigate, and resolve issues related to new and ongoing projects.
* Configure tags, variables (events/s\_code/eVars) via DTM and Adobe Analytics to capture the Visitor matrix during run time.
* Contribute towards implementing campaign tags to track the Click-Through, bounce rate and Conversion rates.
* Integrate and setup of Web Properties, Ensighten, Google Analytics, DoubleClick and others.
* Serve as Tagging Architect, evolving and managing the SDR, outlining analytics variables, rules, and use cases across web properties and applications.

**NETCONCEPT Data Analytics Lead – Pleasanton, CA 08/2014-02/2017**

* Optimize existing database architecture and reports, creating process diagram/workflow, building a model/non-model decision template to implement in regards to telecom-cost analysis.
* Create/implement innovative solutions for better measurement of marketing campaigns performance and lifetime customer value [LTV] via web analytics, data science, and offline customer data.
* Perform ad-hoc analysis and statistical reporting on the data using SQL, communicating the data findings/analytical reasoning with stakeholders.
* Set up event tracking and custom dimensions in Google Tag Manager and Google Analytics to identify key customer segments and optimize advertising spend to those segments.
* Conduct internal and external web analytic data quality audit that identifies tagging and growth opportunities.
* Drive marketing infrastructure customization of the marketing automation platform including scoring, multi-touch drip nurture/broadcast emails, profiling, segmentation, and workflows, and ROI reporting.
* Provide technology insight and direction to support global operations and promote organization's financial objectives. Manage and maintain cloud infrastructure and data center, hosted within AWS.

**AAA Insurance Enterprise Analytics/Data Science Consultant – Walnut Creek, CA 04/2015-10/2015**

* Develop close rate analysis for existing and prospect customers to measure customer probability to upgrade insurance policy and then leverage outputs from the analysis combined with digital and cross-channel customer path/journey analysis to generate recommendations to improve close rates.
* Generate automated reporting and prescriptive analytical profiling of client/customer base via custom reports in Google Analytics, Tableau, StrongView, and Analytics Canvas.
* Utilize funnels and conversion tracking in Google Analytics and SSAS in Excel to orchestrate Sales Accepted Leads.
* Define Business Process Model: UML Diagrams including Use Case Diagrams, Activity Diagrams, Sequence Diagrams, Web Page Mock-Ups, Adaptability, and Risk Analysis.
* Establish weekly ad-hoc email marketing campaigns, overseeing/implementing automated emails for clients, working closely for support, consultation and providing detailed portfolio analyses utilizing Google Analytics.
* Oversee all aspects of digital paid media such as SEM, Display, Comparison Engines, Product Listing Ads, and SEO for all branded sites. Define and monitor KPIs for all marketing channels and oversee optimization, reporting, and analysis to inform future strategies.

**FreezeCrowd Client Data Analyst – New York, NY 09/2013-06/2014**

* Receive and execute on business critical ad-hoc reporting issues but not limited to marketing campaigns. Provide ROI analysis on demand generation campaigns and sales effectiveness: SEO/SEM and B2B vs. B2C marketing.
* Implement multiple projects in a fast-paced environment meeting milestones and deliverable dates working independently and have end-to-end knowledge of SDLC methodologies of Waterfall/Agile.
* Develop Web analytics/digital marketing strategies, processes, and methodologies to boost revenue by increasing customer utilization of Web channels.
* Test and adjust pricing strategy via A/B testing techniques, setting up e-mail marketing campaigns in StrongView and Constant Contact, upgrading customer profiling, and establishing performance metrics.
* Extract Data from source systems: Oracle, Mainframe Files and Excel. Data then staged, transformed and finally loaded to the Enterprise Data Warehouse using ETL workflows to provide BI solutions.

**AAA Insurance Business/Data Analytics Intern – Walnut Creek, CA 06/2012-08/2012**

* Translate customer data into strategic insights to drive strategic decision making, developing analytics/research plans to achieve Business line objectives and providing actionable Business Solutions.
* Establish business architecture practice, creating operational focus: Integrating Analytical capabilities/Process Flows.
* Collaborating with Actuarial and State Management in servicing ad-hoc requests, conducting deep-dive statistical analysis in SAS, SQL, and Excel.
* Applied concepts of probability, distribution and statistical inference on given dataset to unearth interesting findings through use of comparison, T-test, F-test, R-squared, P-value etc.
* Identify opportunities for operation improvements through Root Cause Analysis; research, recommend solutions, gain consensus with impacted teams and stakeholders and drive for organization adoption of complex BI issues.
* Applied linear regression in SAS to understand the relationship between different attributes of dataset and causal relationship between them.

**NETCONCEPT Business Intelligence Analyst – Pleasanton, CA 02/2009-12/2011**

* Engage in orchestrating competitive pricing and terms in maintaining maximum flexibility to respond to the adapting business needs. Provide expert bandwidth cost analysis to help cut data center, and general business telecom expenses faster in a client-facing role.
* Identify and analyze KPI's for the cloud platform to yield cost efficiency, systems optimization, process refinements**.**
* Compile BRD’s, to provide insights around drivers of risk analysis, architecting forecasting, engineering analytical innovation and planning for business intelligent solutions.
* Facilitate customer network requirements for DC builds & create network traffic flow diagrams using Adobe Writer & Visio.
* Telecommunications market research by in-depth analysis of large data sets for customer guidance/online reporting.
* Collaborate with Strategic Sourcing and Program Management on project expenses, including review and validation of vendor contracts against project budget.

## Education

**Northwestern University** – Masters – Data Science **2018**

**UC Berkeley** – Bachelors – Applied Math and Statistics  **2013**